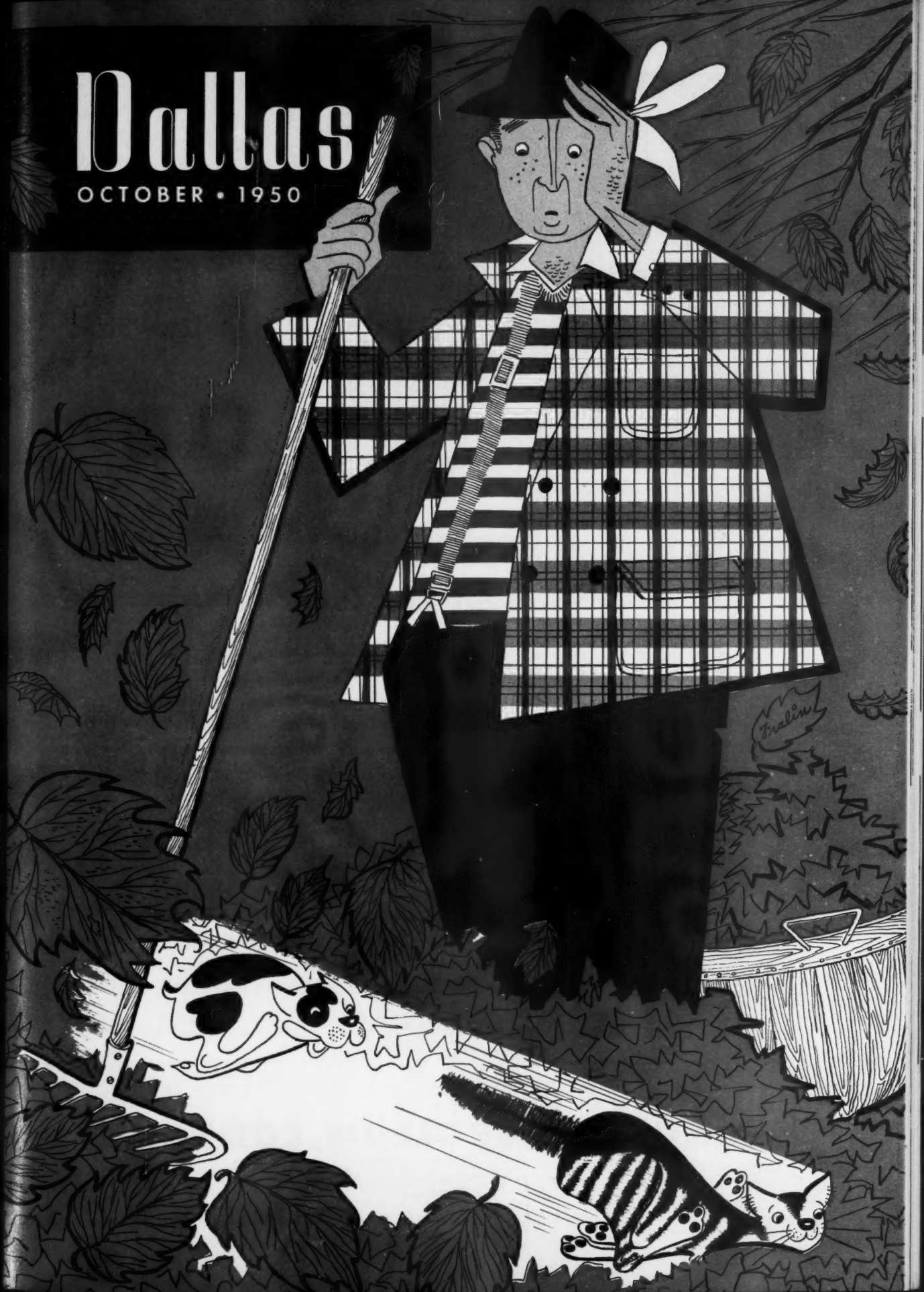
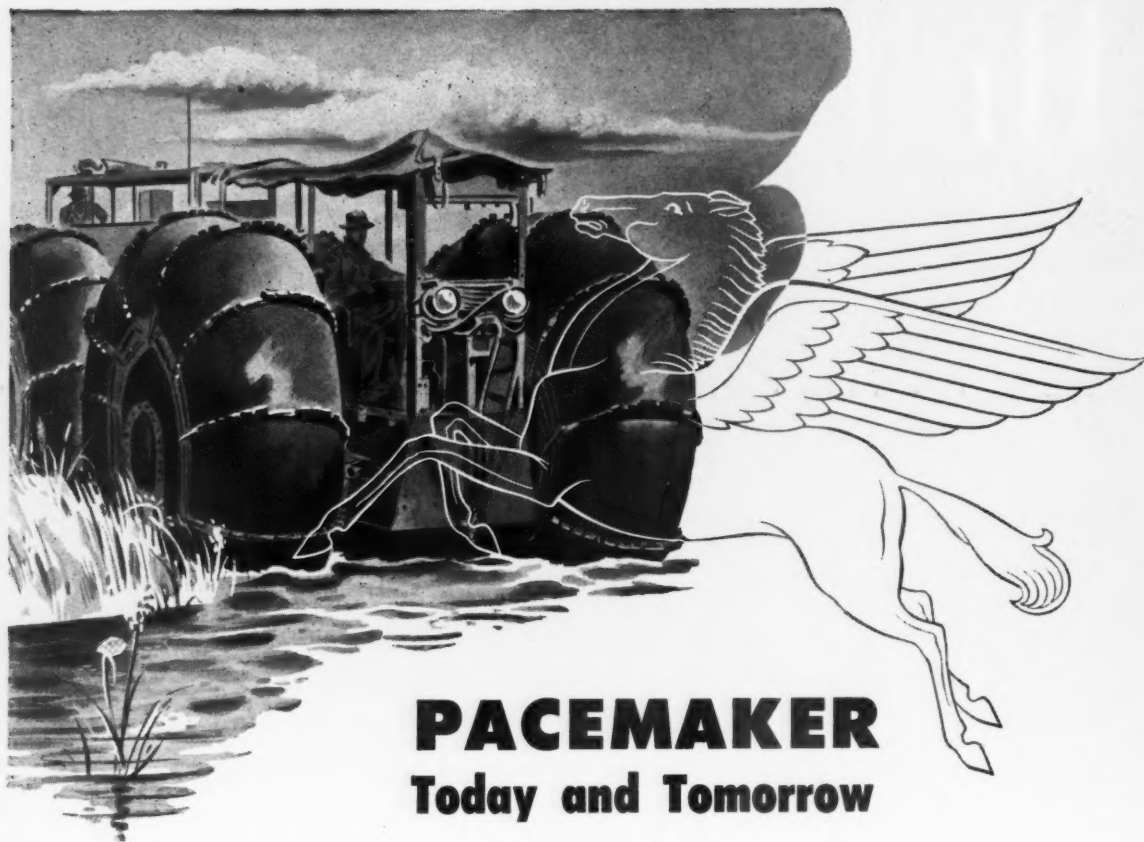


Dallas

OCTOBER • 1950





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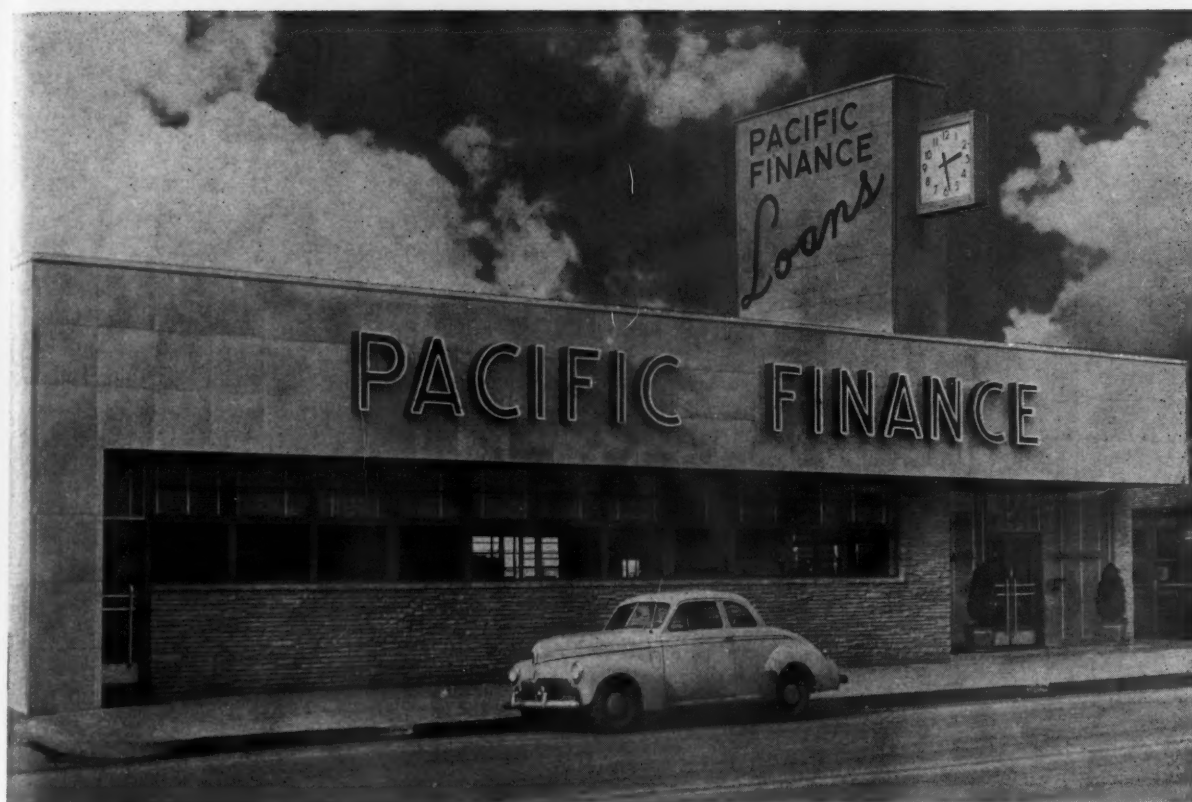
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THE old-time roll-top desk with drop-light illumination, as sketched above by Virgil Fralin, was standard office equipment back in 1912 when the Stewart Office Supply Company began business in one room in the Praetorian Building. The intervening years have witnessed a sharp change in office decor as well as steady growth by the firm. Today's business tycoons more generally use such fixtures at Doten-Dunton matched executive suites in walnut and mahogany, and the swing to utility finds a wide acceptance of General fire-proofing steel desks ranging all the way from single typewriter desks to the conference table type for executives. In addition to these products, Stewart offers a complete line of office supplies in quarters in its own building at 1323 Commerce.

Business Confidence Built on Years of Service

Old firms like old friends demonstrate their worth by dependable service through long periods of prosperity and adversity. The Dallas business pioneers listed on this page have progressed with the city they have helped to build. Their long and successful operations point up the economic power and stability of the community. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.





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WASHINGTON

By DALE MILLER

Representative of the Dallas Chamber of Commerce
in the Nation's Capital

Strange Interlude

THE tumult and the shouting have abated somewhat in Washington, an abatement which usually coincides with a Congressional recess, and this circumstance, together with the comforting news from Korea, has caused an unnatural calm to settle over this teeming Capital during the past few weeks. The city is still busy, of course, with all its usual manifestations of crowded hotels, tourists, and conventions in full cry, and men with briefcases crowding the corridors of government buildings, but the more feverish excitements of a few weeks ago are not so much in evidence now.



DALE MILLER

When Congress recessed for a couple of months, in customary deference to the exigencies of political campaigning back home, its hegira to the hustings was fortuitously timed with American military successes abroad, and the combination of the two has been enough to envelop Washington with a lulling aura of normalcy. But there is ample evidence to suggest that this sort of calm is at least a first cousin to the dead center of a hurricane. The full force of the fury will soon be back. It will not be long before Washington and the rest of America begin to awaken to some comprehension of the real severity of the sacrifices ahead, sacrifices never before borne by the American people.

Right now those sacrifices are in rough drafts and blueprints. They are all bound up as concomitant parts of a master plan of a war economy, but their effect on the individual has scarcely been felt as yet. The tax bill enacted last month, for instance, is merely the forerunner of a much stiffer law which will undoubtedly be enacted early next year. Moreover, the vast inflationary processes which the far-

reaching preparedness program is setting in motion have likewise not yet been felt by the individual, at least nowhere like they will be felt a few months from now. The real impact of our changed economy is still over the horizon, but it is on its way, as inevitable and as irresistible as a juggernaut.

Behind the scenes in Washington, however, there is some king-size worry among top government officials that the American people are not going to like what is in store for them—and that statement is not quite as naive and sententious as it sounds. What it means is that government leaders are becoming increasingly apprehensive that it is going to be a great deal more difficult to sell the public on the gigantic preparedness program than they thought it was going to be a few weeks ago. Psychologically, they feel, the situation has subtly changed.

In the first flush of reaction to the Korean invasion, the American people evinced an unusual spirit of tough-minded acceptance of home front responsibilities. Letters and visitors from home impressed Congress, which was then in session, with the willingness of the people to meet the developing crisis by shouldering whatever burdens appeared to be necessary; and the atrocity stories emanating from the war area, and the mounting casualty lists, only served to strengthen their resolve. In particular it became clear that the people were rather surprisingly insistent that the preparedness program be put on a pay-as-you-go basis from the start, that higher taxes were to be preferred to an unbalanced budget.

In this sort of unfamiliar atmosphere Congress responded with unaccustomed celerity. Congress not only gave the President virtually all the powers he asked for, but gave him some more for good measure that he did not want. Billions of dollars were promptly appropriated to accelerate the war machine, and billions

were levied in taxes to pay the cost, with eager promises to the people that they would have the privilege of absorbing even higher taxes early next year. It was all a rather wonderful novelty to Congress, whose members were in the anomalous position of being afraid to go home to campaign *unless* they socked their constituents with much stiffer taxes first.

All of that constituted the August-September mood, of course, though in dating it thus there is no implication here that the American people feel otherwise today. As a matter of objective reporting, however, it must be averred that many top government officials are at least fearful that the people probably feel somewhat differently about it today or will tomorrow. Many of them privately contend that the sudden and sensational victory in Korea will boomerang against the long-range preparedness effort at home, that it will be extremely difficult if not impossible to sustain the mood of sacrifice and determination which gripped the American public during the perilous weeks when the North Koreans were driving toward the sea.

In anticipation of such a development the Administration has lately been calling out its biggest propaganda weapons for a few well-timed salvos of stern reminders to the people that the real peril lies ahead. Various Cabinet members and many other government officials have taken to the press and radio in recent weeks to stress the severity of the coming crisis, the tempo of their warnings increasing as the tempo of the Korean war abated. Secretary of the Treasury Snyder stated bluntly that the people have "no notion" of the austerity and compulsions to come, and Secretary of Commerce Sawyer followed along with similar candor. Others have also been preaching the grim gospel. Even so, the feeling persists in responsible quarters in Washington that more such evangelism will be needed in the weeks and months ahead.

It is not surprising, therefore, that government officials are manifesting a keen interest in the Congressional campaigns now under way throughout the country. Their interest is less political than might be supposed. They are predominantly concerned not so much with who are being elected, but with what issues are electing them. The outcome should give some indication of the post-war temper of the people, meaning, of course, their attitude toward the vast preparedness program in the light of the apparent diminution of tensions and

(Continued on Page 46)



Operation Oil

**Oil Progress Week Observance Spotlights
Dallas as Top-Rank Headquarters City for
A Wide Diversity of Firms and Services**

By Horace Ainsworth

ALTHOUGH there isn't a producing oil well in Dallas County, Dallas is well established as one of the nation's greatest oil capitals.

This fact was pointed up this month by the observance of Oil Progress Week. Also this month Dallas was host to the Texas Mid-Continent Oil & Gas Association's thirty-first annual meeting.

Financing, equipping, storing, transporting, and directing oil operations have made Dallas the country's only oil capital to rise without a gush of black gold showering the town. America's attention has been focused on one boom area after another with the oil capital running at the heels of each new discovery.

But the oil magnates came to Dallas for a different reason. Field offices had to jump with discoveries, yet a central location was needed for an equipment and operation headquarters. Dallas was a natural choice, with every important oil center in Texas, Oklahoma, Arkansas, Louisiana, and New Mexico accessible overnight. Oil men situated in Dallas have found it unnecessary to maintain branch offices that would be needed if their executive offices were not centrally located.

Dallas' central location was re-emphasized this year when the \$38,000,000

Dresser Industries moved its executive headquarters to Dallas—lock, stock and barrel. One Dresser firm, International Derrick & Equipment Company, already had its national headquarters in Dallas.

Dallas' growth in the oil industry has always been different from the boom towns, always more secure. Dallas banks were quick to provide sound oil financing. Shortly after the East Texas Field opened in 1930, the First National, Republic National, and Mercantile National Banks established oil divisions as separate and distinct units from other banking activity.

Today, the three banks have some \$155,000,000 invested in loans to the oil industry, making Dallas a major source for financing the Texas petroleum industry's search for more oil and gas. Dallas banks provide top-ranking managerial staffs to serve oil interests.

Oil activities pay employees the fourth largest payroll of manufacturing industries in Dallas. Some 9,320 people receive their pay from the oil business. Only construction, food manufacturing, and transportation equipment manufacturing employ more manpower.

A breakdown shows some 2,300 employees in petroleum refining; 2,280 in petroleum production; 1,000 at pipeline terminals and headquarters; 500 at bulk

tank stations; and 3,240 at retail filling stations.

More than 300 oil producers have offices in Dallas, along with 142 oil operators, 24 oil properties companies, and 40 oil royalties companies.

An estimated 250 companies are engaged in Dallas oil operations in the fields of supply and equipment, drilling and drilling contracting, reclaiming, hauling, reporting, and geology.

Texas Mid-Continent Oil & Gas Association, which represents approximately 90 per cent of the oil industry of Texas, has its headquarters in Dallas. The American Association of Oilwell Drilling Contractors has national headquarters in Dallas.

The American Petroleum Institute's division of production, the U. S. Bureau of Mines petroleum branch and laboratory, and the production and exploration research laboratories of Magnolia Petroleum Company and Atlantic Refining Company all are located in Dallas. Oil Well Supply Company and Continental Supply Company have home offices in Dallas.

Magnolia Petroleum has its home offices in Dallas. Also in Dallas are the Southwestern Division of the Sun Oil Company, the domestic production and



PLANS FOR OBSERVANCE of Oil Progress Week this month are discussed by G. L. Tate, left, chairman of the Gulf-Southwest district, Oil Industry Information Committee, and I. G. Morgan, Dallas area chairman for the OIIC. Mr. Tate is vice president (marketing) of Magnolia Petroleum Company and Mr. Morgan is division manager, sales department, The Texas Company.

pipeline division of Atlantic, and a pipeline terminal of Humble Oil & Refining Company.

Increased production of petroleum exploration instruments has recently caused Geophysical Service, Inc., to double the size of its Dallas plant.

Dallas is publication headquarters for "The Drilling Contractor", "Drilling", "Journal of Petroleum Technology", and "The Petroleum Engineer."

Dallas leads the Southwest as oil headquarters. When men mention oil progress, they also mention Dallas.

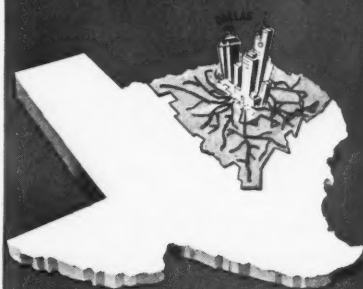


SCROLL FOR SERVICE for many years as treasurer of the Texas Mid-Continent Oil & Gas Association was awarded Eugene McElvaney, right, vice president of the First National Bank in Dallas, at the organization's thirty-first annual meeting in Dallas this month. Signed on behalf of the association by a number of leading Texas oil and gas operators, the scroll expressed the gratitude of the oilmen "to an oil country banker who has given so freely of his time and wise counsel." Joe Bridwell, Wichita Falls oil operator, left, is pictured presenting the scroll to Mr. McElvaney.

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Lasso Club Begins Fall Round-Up of New Members

THE Lasso Club, membership recruiting organization of the Dallas Chamber of Commerce, opened its Fall Round-Up of new members this month.

Immediate goal is a minimum of 300 members recruited for the Chamber during the five weeks of the Round-Up. Its attainment will put the Lasso Club well over the top in reaching its quota of 1,000 new members for the year.

Under the leadership of Ben H. Wooten, honorary foreman of the Lasso Club; H. A. Widdecke, foreman; and Frank Heller, corral boss, some 100 Lasso Club members are at work inviting prospective members of the Dallas Chamber to buy a part of the city's leading business and community-building organization.

Mr. Wooten, chairman of the Dallas Chamber's Membership Committee, has pointed up what new members get when they buy a share in the Dallas Chamber:

"You don't buy a paper, you buy news; you don't buy glasses, you buy vision; you don't buy an awning, you buy shade; you don't buy an annuity, you buy old age comfort; you don't buy a membership in the Dallas Chamber of Commerce, you buy the combined strength of the most able men in the community."

"You are buying a share in the one

and only organization best suited to coordinate, community-wide, the countless forces of thought and endeavor," he added. "The only limitations of a Chamber of Commerce for achievement in the public interest is the extent of the support it receives in membership dues and personal service."

Twenty range foremen are heading the various teams in the Fall Round-Up. They are Donald Bowles, Fred Timberlake, Leo Shoemaker, Clifton Dennard, Weldon U. Howell, Bob Dennison, Herbert Holcomb, Don Pike, W. N. McKinney, R. Barney Shields, Howell H. Watson, B. V. Heneger, Newman Long, Horace Houston, Jr., Jack Kutner, Grayson Gill, V. A. Emblad, Briggs Todd, Walter Roberge, Cooper Wyatt, and Orville Ericksen. Each range foreman has four wranglers in his unit.

The Lasso Club will meet every Thursday morning for breakfast and reports during the five-week drive from October 26 to December 7.

"Since we have one of the best Chambers of Commerce in America, the best men to sell our product, and the best market to sell it in, why shouldn't we set a new record in this membership campaign?" asked Hugh Sawyer, manager of the Membership Department.

Interracial Committee Adopts 9-Point Program

THE Dallas Interracial Committee, formed recently under Dallas Chamber of Commerce sponsorship, has begun a job it doesn't expect to finish, and plans to take plenty of time about not finishing it.

The committee headed by M. J. Norrell set its gear for action — but not speed—at a general committee meeting last month.

"A program that expects any reasonable success must be thought through, planned through, worked through," Mr. Norrell told the committee members. "Such a program is never finished, for each passing year writes new problems on the blackboard. Tensions, misunderstandings, and working at cross-purposes are all effects. Back of these are causes. Our concern should not be alone over what has happened, but why it happened."

The committee has drafted its permanent program by dividing the work among nine divisions. Each division will have a three-fold responsibility:

1. To study and inventory what Dallas now has.
2. To suggest corrections, additions, and changes that the studies indicate.
3. To recommend immediate and long-range programs.

Each division will report its findings to the whole committee as soon as possible. From the nine reports, the committee will approve such parts of each report as it decides necessary for a balanced program.

These recommendations will then be consolidated into a printed booklet to acquaint Dallas with the program and to seek the understanding support and co-operation of the people of Dallas and Dallas County.

The divisions approved by the committee are: (1) Housing, (2) health, (3) education and culture, (4) legal, (5) parks and recreation, (6) welfare, (7) employment and professional recognition, (8) churches, and (9) citizens' participation and interpretation.

Mr. Norrell said:

"The Interracial Committee faces facts, not fiction; realities, not theories. Refusing to accept or to admit a fact does not make it any less a fact. We need to secure true information about our existing interracial relations, to know where we are strong, to find where we are weak."

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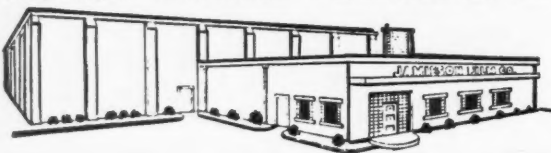
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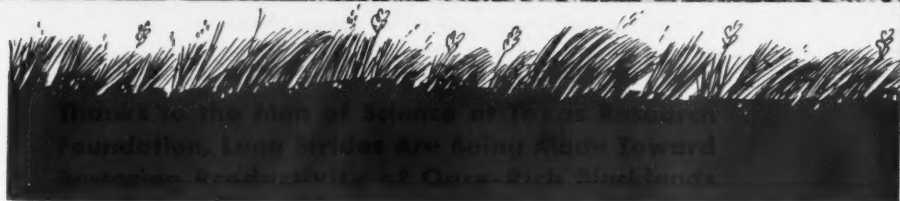
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GRASSLAND FARMING . . .



KING RANCH BLUESTEM GRASS, above, is a warm-weather perennial, on which steers will feed in summer months during pasture tests.



By Ross Fitzgerald

PUTTING an old saw to work on a brand-new enterprise, the Texas Research Foundation at Renner is, in effect, undertaking to prove up six years of scientific farming research in the coming winter on some 70 acres of pasture-land.

The old saying that underlies this experiment is that the proof of the pudding is in the eating. And eating—or, more specifically, grazing—is the method that will be employed in the scheduled grass-land demonstration.

This rather momentous grazing program will be practiced upon 45 head of livestock, including 15 Hereford, 15 Angus, and 15 Santa Gertrudis steers.

These animals, grazing a group of improved grasses and legumes selected at Renner, will test the effectiveness of a whole line of research. This line consti-

tutes the Foundation's "new agriculture," and it consists mainly of grassland economy plus livestock.

The success of this program, which would mean adding millions of dollars to the pockets of farmers, ranchers, and land-owners of this section, will be measured by a very simple yardstick—beef production per acre.

It is more than a hope, so far as the Foundation's research staff is concerned, that these steers, after being turned into the new all-season pastures enclosed by some three miles of fences, will make more than adequate gains without any feed other than that which they obtain from these cool-season and warm-season forage grasses and legumes the year around. These combinations, the staff is certain, have the necessary food values to do the job. They are high in protein

and mineral content, selected from hundreds of grasses imported from all parts of the United States, and even from other countries to be grown in the Renner nurseries.

If the animals can thrive on these improved species through the fall, winter, and spring months, the success of this program will be a most telling argument in persuading Texas farmers and land operators to adopt the soil restoring crops, the Foundation leaders believe.

The demonstration will commence shortly. Under the plan, the cattle will feed on luxuriant, cool-weather perennial grasses such as Smooth Brome, Alta (Kentucky) Fescue, and Orchard grass, grown in mixtures with such legumes as black medic, button clover, and alfalfa.

During the hot weather months (about May to October), the animals will make

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B. W. Wooley, *Oil Operator, Corsicana*

the same feeding tests on similarly improved warm-season perennials—notably King Ranch bluestem, Kleberg grass, Dallis grass, Blackwell switch grass, and Sideoat grama grass grown in mixtures with sweet clover and other legumes.

All excess growth from both cool-season and warm-season perennial pastures will be harvested as hay, which will be relied on to “tide over” the animals during periods of grass scarcity, prolonged summer drought, or cold winter northers. More than two tons per acre of good hay were made on these cool-season pastures in 1950, their first year of growth.

Will this system work? This is the question that is uppermost just now in the minds of those who are submitting their results to this foolproof and final judgment. The scientists who have brought the grass experiments along thus far, and watched them do everything asked of them, believe that the program will work. Although like all scientists, they hesitate to predict, they are convinced that the cattle will make minimum gains of 300 pounds per animal by next May, and will continue to make equivalent weight increases thereafter. They are certain that the results of the feeding will make it possible virtually to double the Texas growing season; to maintain cattle 10 to 12 months a year on pastures alone.

Although this test is not designed to ascertain the carrying capacity of animals on these grasses, the belief at Renner is that they will support one steer on approximately two acres. That's how strong their faith is in these new grass and legume combinations.

If the system can prove itself in this fashion, it will mean that the Foundation will have made a long stride toward its major objective of bringing Texas agriculture back toward the nearly vanished productivity of the 1920's and earlier. This productivity is only a memory, for the most part, particularly as it existed on the 26,000,000 acres of Texas blacklands. That productivity has been cut in half, for the structure of these once-rich soils has broken down and the topsoil has washed into rivers and lakes. The soil that remains, moreover, tends to become compact and to harden, thus increasing the tendency to “wash” and making it almost impossible for moisture and air to reach the crop roots. Soil conditions in many other sections of East Texas are about as bad.

Before 1880, and the rise of cotton as a one-crop mainstay of most Texas



AS DIRECTOR of the Texas Research Foundation, Dr. C. L. Lundell, above, supervises all of the organization's activities. He is shown examining plant specimens in the botanical laboratory, a major division of the Foundation.

farming, the prairies were grass-covered. Now the experiments at Renner have gone a long way toward showing conclusively that this grass cover was “right” for this environment, and that without at least a minimum of replanting grass in crop rotations, the landowner will lose his land a little at a time, through exhaustion from continuously growing the depleting row crops without

anything being returned to the soil, until there is nothing left.

The plan to establish an institution devoted to basic agricultural research was first proposed in 1943 by Dr. C. L. Lundell, internationally noted botanist and archaeologist and director of the Foundation from its beginning. With the backing of President Umphrey Lee of Southern Methodist University, plans

CHARACTERISTICS of corn kernels representing the offspring of various “single crossings” (plant matings between entirely different breeds) are being recorded by Lawrence J. Grundy, below, corn breeder of Texas Research Foundation, which has already produced one recommended white corn hybrid, TRF-3.





1. While removing sample of "hot" phosphorus from container, Dr. R. J. Speer, head of radiochemical division, is "monitored" for safety from radioactivity by Miss Margaret Maloney, using a radiation survey meter.

were initiated late in 1943 by the S.M.U. executive committee.

The proposal received the enthusiastic backing of Karl Hoblitzelle, head of Interstate Circuit and chairman of the board of the Republic National Bank of Dallas; and of Eugene McElvaney, vice president of the First National Bank in Dallas. The committee concurred unanimously, and thus there was founded in February, 1944, the predecessor of the Texas Research Foundation, then known as the Institute of Technology and Plant Industry of S.M.U.

In 1946, the Institute was taken over by the newly chartered Foundation, and since that time the operation of the institution has been entirely independent.

The most generous backer of the Foundation, and its President since 1946, Mr. Hoblitzelle has presented more than a half-million dollars for the building of a plant and for land additions to the experiment fields, making a total of 360 acres. The facilities include some 16 structures, large and small. In these are a total of more than 30,000 square feet of floor space, and the following laboratories: 11 chemical, one process, three soil science, and five plant science. There are shops, farm warehouses, and storage rooms. There is a large greenhouse for controlled experiments in temperature and humidity, as well as for sandwiching in an additional growing season for the nursery plants during the winter. The latest building is a 1,000-seating capacity field house for the annual open house and other gatherings.

More than \$650,000 has gone into operations in the past four years. These funds were subscribed by other Dallas and Texas business leaders who agreed

RADIOACTIVE PHOSPHOROUS RESEARCH, begun by Texas Research Foundation in its laboratory about a year ago, has moved through its second or greenhouse phase, and is now entering the stage of outdoor field plantings. Ryegrass, vetch, and oats have been planted in the radioactive soil frames, and the first harvest is due about Thanksgiving, after which the plants will be dried, ground up, and analyzed to determine how these crops reacted to the various phosphate fertilizers. "Tracer" fertilizers are employed because the material becomes "tagged" and its presence, recorded by Geiger counters, can be known and followed from the soil into the plant until the latter ceases to take up any more. This is the only reason for using "tracer" phosphates. Radioactivity does not increase or affect productivity or yields. The series of photos on this and the adjoining page demonstrates the way the Foundation's radiochemists and their associates work in handling the "hot" phosphorus project.



2. In process of weighing out a quantity of the radioactive material is Miss Margaret Maloney, assistant chemist of Texas Research Foundation. Monitoring for her is Miss Ammarette Roberts, junior chemist.

with Mr. Hoblitzelle that an expanded program along these lines was desperately needed to save present-day Texas agriculture. There are over 500 of these supporters, who have made the Foundation their beacon-light for the private enterprise system.

In 1946, the Foundation was set up as a non-profit, educational, and research institution, dedicated to the belief that, without a prosperity which stems from the land, there can be no stable prosperity anywhere in the nation's economy.

In November, 1946, Dr. Howard B. Sprague was added to the staff as head of the agricultural research division, and a strong research team of agricultural scientists was assembled.

A division made up of chemists was set up which, after completing successfully a number of important assignments in the agro-industrial field and in the field of petroleum and other Texas natural resources, has now become the radiochemical division, headed by Dr. Robert J. Speer.

The botanical laboratory, which Dr. Lundell personally supervises, has as its basic problem the survey of natural plant resources of the Southwest.

Two new branches were created last year—the analytical laboratory, headed by John M. Dendy, and an agricultural service division, manned by Milo Cox, an agronomist, ecologist, and wildlife specialist, and Jack Lair, veteran of the U. S. Soil Conservation Service.

These comprise the operational pattern. The analytical laboratory, through its testing of the experimental crops for proteins, minerals, fertilizer contents, oil and other elements, provides the measuring stick to record the effectiveness of the research.

The agricultural service section carries direct to the landowner and, through him, to farmers operating in that landowner's locality, the results as they are developed and demonstrated to be ap-

plicable to a given farm or ranch operation. In addition, results are freely disseminated to any who ask for them, and also through established agencies of state and federal governments and private institutions. Many of the owners who seek the agricultural service live in Dallas and other large cities. About 75 per cent of the land is "city-owned".

The revamped program which accompanied this step-by-step expansion of research and services has been, in effect, an extension and amplification of the original set-up. Dr. Lundell, who grew up as a boy in a background of Texas plantation life, has never allowed his gaze to shift from the basic objectives—the restoration of Texas soils and agricultural productivity to their oldtime vigor, as the keystone in the arch of the private enterprise system and the sustained underlying factor in the survival or fall of civilizations.

Grassland farming, with its logical corollary of livestock to harvest the grass-legume crop, was chosen at the outset as the top-bracket element in the program.

With this in mind, the staff set up, under the direction of Dr. T. C. Longnecker, principal soil scientist, a group of 18 farming systems, upon plots linked in "ranges" running parallel to each other for easy comparison of the crop results. These are long-term tests, to measure the trends over a period of years, in terms of crop yields and the changes in soil fertility.

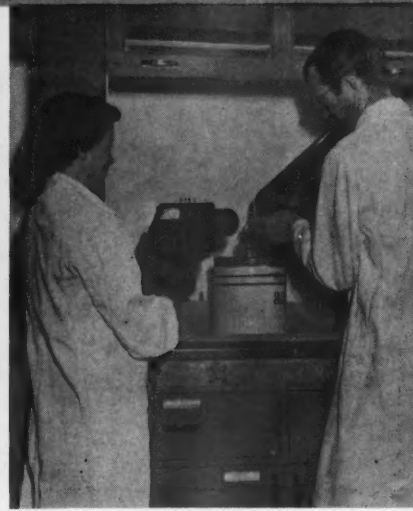
These systems provide comparative data on virtually any known combination of farming methods—the good, the mediocre, and the bad, often grown side by side with dramatic effect.



3. Soil is being prepared to receive the "hot" material. It has previously been dried and screened.



4. Mixing the radioactive fertilizer with the soil must be done with extreme care to insure uniformity.



5. Soils which have been mixed with the radioactive fertilizers are placed in pots relatively small in size, above, so that the mixture can be safely transported to the fields.

By this means, all the discoveries from time to time growing out of the various branches of research, soils, fertilizers, crops, and pastures can be put into immediate practice, side by side with the older methods employed in this area, many of these constituting "horrible examples" of what not to do in solvent, profitable farming.

The 18 farming systems, like so many reflectors, have from year to year of their three years' existence to date, faithfully mirrored back to the watchers the expected results of the better and poorer farming systems in contrast.

Dollars-and-cents calculations, based on the yields of better practices and improved treatments in these Renner farming systems, show at the close of this year's growing season interesting differences in favor of these as opposed to yields produced by methods common to farming in this area.

Following these calculations, and bal-

ancing cost of fertilizers and other treatments found necessary at the Foundation for good yields, against the yield differences in favor of the approved systems at Renner as compared with the commonly used, soil-depleting methods of the area's farmers in general, a vast potential of increased profits for North and East Texas looms.

With the application of these differences to acreages planted in the 96-county East Texas area, the dollar gains made possible from use of approved farming methods to grow the principal crops stand out as financially important. The methods required to obtain these extra yields are easily within the reach of almost any efficient and solvent farmer.

Here are the figures:

Cotton. Some 4,000,000 acres of cotton were grown in the area in 1949. Yields from best practices at Renner, in-



6. The pots, with their contents, get a final monitoring, above. Every step from the arrival of the shipment of the radioactive fertilizer to the harvesting and analyzing of the plants is "watched" by the radiation survey meter or Geiger counter.

7. Dr. Seward E. Allen, associate plant physiologist, takes over at the planting stage, adding the mixture of radioactive soil and fertilizer to the soil in the frames.



8. Again, there is the ever recurring monitoring, this time of the "hot phosphorus" in the frames. Each encloses a separate small plot, usually with different treatments.



9. The finished plot is monitored, below. The space around all soil frames is enclosed with a high wire fence to protect passersby who fail to note the signs reading "Danger" and to keep stray animals out of the plots.





EXAMINING MIXTURE of Smooth Brome, Kentucky Fescue, and Orchard grasses, cool-season perennials, above, are Walter Washko, left, one of Texas Research Foundation's grass specialist, and Milo Cox, agricultural service consultant.



ABUNDANT GROWTH of the noted King Ranch bluestem grass in this field at Renner is graphically portrayed by Milo Cox on horseback, above. Bluestem is a warm-weather perennial being tested in year-round pasture experiment.

cluding a sod crop of grass and legumes, and fertilizer for two years in a cotton-grain sorghum rotation, totaled a bale and a quarter to the acre, in a year when many cotton farmers in North Texas simply threw up the sponge at trying to make any crop whatever. The per-acre figure at the Foundation was 1,899 pounds of seed cotton or 633 pounds of lint. The commonly used systems, such as cotton every year without fertilizer, grown annually on the same soil, and cotton, wheat and grain sorghum rotated for three years without fertilizers or sod

crop, but with complete insect control, averaged only 1,065 pounds of seed cotton and 355 pounds of lint per acre.

Yield differences were 280 pounds of line and 560 pounds of ginned seed. Dollar difference in favor of the better methods amounted, at present cotton prices of 40 cents for lint and \$4.50 per hundredweight for seed and fertilizer costs, to a total of \$137 per acre for lint and seed combined, plus another \$35 for the increase in grain sorghum harvested, which was 2,149 pounds per acre. With fertil-

izer retailing for about \$2.50 per 100 pounds, net return from the higher yields would be in excess of \$4 for each \$1 spent for the fertilizer.

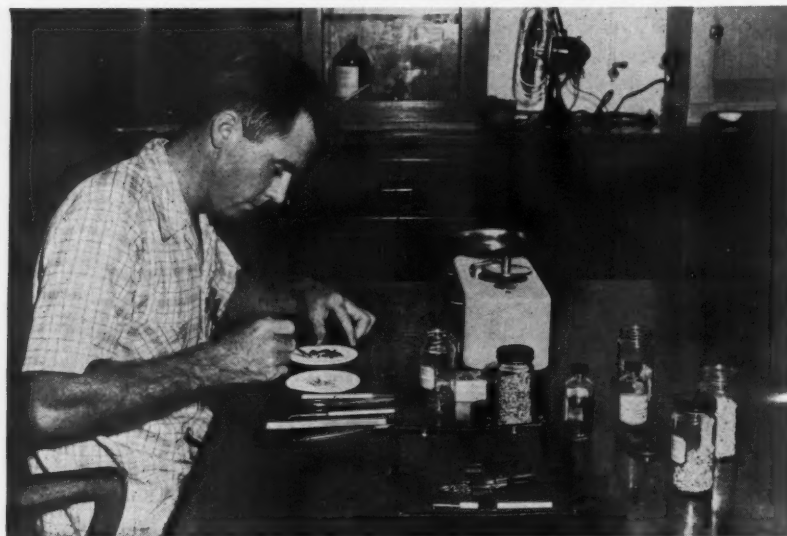
Corn. In the 96-county area, some 2,500,000 acres were planted to corn. In the same manner as used in the cotton calculations, good land management produced 74 bushels per acre at Renner as compared with only 46 bushels for commonly used farming systems. Yield difference was 28 bushels per acre, and the net gain from the increase would amount to approximately \$39 per acre, with corn selling at \$1.40.

Grain sorghum. About 500,000 acres in the 96 counties were planted to grain sorghums. Here, too, at Renner the improved tillage and farming practices grew 3,949 pounds of seed per acre, while commonly employed methods produced only 1,800 pounds per acre. Yield difference amounted to 2,149 pounds per acre, which, at the current price of \$1.67 per hundredweight for the seed, would come to a dollar gain of \$35.88 per acre.

Other yields stepped up at the Foundation through improved yields since the farming systems began to record marked improvements included: Oats, 30 bushels per acre with common practices, compared with 49 bushels where good farming systems were used; and wheat, $8\frac{1}{2}$ bushels and $38\frac{1}{2}$ bushels per acre for the common and improved practices, respectively.

Here are some of the other achievements within the extremely brief period

AT WORK with samples of sunflower seeds, below, is Dr. Earl Collister, in charge of oilseeds breeding at Texas Research Foundation, who is shown separating the kernel from the hull to determine the percentage of kernel or "meat" in the seed. Sunflowers, soybeans, and sesame are the three oilseeds showing most promise for new cash crops in the Texas mechanized farming program.





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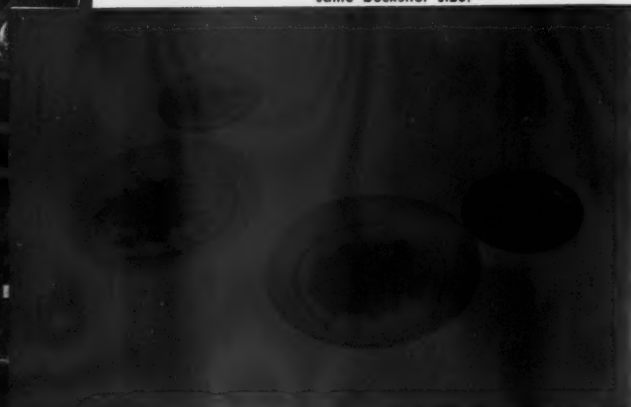


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SAMPLES of virgin blackland soil taken from a 10-acre field south of Renner are being studied by Dr. W. D. Laws, soil scientist of Texas Research Foundation. This soil, shown in the receptacles at left in the photo, has all its original structure and nutrients. Samples at right in the photo are from an adjacent field, which has been in cultivation to soil-depleting row crops for a half-century or more. Both samples have been screened to the same buckshot size.



CLOSE-UP VIEW, above, shows same soil samples after water has been poured into the larger containers. The soil on the right is seen to have broken down to a form which, in the field, would swiftly become compact and eventually be subject to destructive washing and other resultant ills. On the other hand, the virgin soil sample at left has maintained its structure despite the wetting. This, in the crop field, would allow vital air and water to reach the plant roots rather than run off, carrying topsoil with it.

of six years' research at the Foundation:

White corn hybrid. The Foundation has bred a superior white hybrid, which it has called TRF-3. It has been found to have high yielding, early maturing, and superior milling qualities. TRF-3 was first reported a year ago, and since then wide-scale testing of the seed by farmers of North Texas during the present season has already begun to elicit comments from these growers ranging from favorable to enthusiastic.

Growers will have opportunity to increase their plantings next year and to take advantage of the premium price paid by mills of Texas for quality white corn. The Texas mills are the biggest users of these white hybrids. The Renner plantings of TRF-3 are due to be boosted next year.

Among corn breeders, five years to produce a new hybrid of TRF-3's qualities is phenomenally brief, reflecting the improved breeding techniques successfully applied and to a large extent developed at Renner. Discovery of a good new hybrid is worth millions to growers of any area.

Popcorn. This experiment, too, by next year will have developed its own improved hybrid. Renner corn's popping volume has been increased so greatly that an additional attachment had to be shop-built to add to the capacity of testing equipment that has been standard all

over the country. The Renner-developed popcorn has popped to a size 32 to 36 times the size of the original kernel, as compared with the national average of only 28 or 29 times the original size. The prospective new popcorn hybrid plus the other desirable qualities of this popcorn may expand Texas production from only 6 per cent of the nation's output to an amount rivaling that of Iowa and the other great U. S. centers of production.

Oilseeds. Three promising oilseeds—soybeans, sunflowers, and sesame—have been developed in a breeding program whose results have been pushed along fast toward making possible the growing of any one or all of these as new cash crops for Texas farmers. These three crops were chosen from a dozen or more tested for various lengths of time during the past six years, as having by far the most promise for millions of dollars in new profits to the grower, and as a new source of seed supplementing the short supply of cottonseed for vegetable oil mills of the area.

In the opinion of the Renner oilseed breeders, these three are now on the threshold of general use, with strains being bred and growing methods introduced especially for these soils. They are convinced that the Foundation is at most only two or three years away from making at least one of these being available

for widespread production as a new money crop.

Phosphate fertilizers. What happens to phosphate fertilizers when they are applied to the blackland soils of Texas is being studied with the powerful new research tool provided by radioactive "tracer" elements, and some of the facts sought have been learned after only a year of these experiments, supplementing three years of field research.

The inability of plants to make adequate use of phosphorus fertilizers placed in the soil by growers has been one of the greatest puzzles to scientists for years. This is especially true of the phosphates when applied to the often stubborn blackland soils of Texas, which are unlike other soils of this country in their response to fertilizers and other treatments. The blackland is high in lime and clay content, and the clay is a peculiar type with tremendous capacity for chemical activity, and for shrinking and swelling as it is dried and moistened. This soil is particularly unresponsive to applied phosphate; much less responsive than the more acid soils of other sections east and north of Texas.

Using Geiger counters to trace the radioactivity of the phosphorus fertilizers used in the experiments, the scientists have already learned, in the past year, some commercially valuable facts

(Continued on Page 43)



Bernard Baruch, Portrait of a Citizen

By W. L. White. Published by Harcourt, Brace and Company. 158 Pages. \$2.

SURELY one of the wisest men in America today is the magnificent Bernard Baruch, elder statesman who has often been called the park bench diplomat. As one of America's first citizens, he has been of great value not only for his long years of experience as advisor to presidents but also because in his service to his country there has never been any thought of personal or political gain. On the other hand he has given millions of dollars out of his own pocket for necessary projects for which no government funds were appropriated.

W. L. White has divided his book on Mr. Baruch into four parts beginning with Bernie Baruch, the young man, who developed the habit of making money his hobby. We see him early conquering Wall Street, and turning fortune into fortune with a skilled and alert mind. Playing the stock market was not a pastime with him, it was his business, and he knew it well. This chapter opens with a flashback on the Baruch family's beginning in America. Young Bernie belonged to the seventh generation of Baruchs. So our story starts in 1870 and carries us through 80 vivid years in the life of this man and his country.

The second part covers the period between the years 1912 and 1929, and tells many of the inside facts about Mr. Baruch and his association with President Wilson through the turbulent years

of the first World War. After the League of Nations had been rejected and Mr. Wilson was at the critical point of his illness, America was actually governed by a regency council of three men closest to the President, one of whom was Bernard Baruch.

Part three has as its main topic: Baruch and F. D. R., 1929-1945; and although to the outside world Mr. Baruch and President Roosevelt were apparently close, the former stayed in the White House dog house most of the time. His advice was seldom asked and rarely taken mainly because Mr. Roosevelt thought him to be too old and outdated in his opinions. A comment by Winston Churchill was that he was sorry to hear that his old friend of World War I with the strong, clear mind was now feeding squirrels in La Fayette Park.

The final chapter is of Baruch and the Atom (1946-1950). In these years he probably made his greatest contribution to America and to the world when he presented on June 14, 1946, the United States Atomic Energy Proposals to the United Nations Atomic Energy Commission. This proposal is reprinted in its complete form at the end of this chapter. Mr. Baruch was then 76 years old and was the United States representative.

He is still appearing before Senate committees which ask for his services and advice although he is now in his eightieth year. He can still be found on his favorite park bench in Central Park, and is ever alert to America's need in a world that has been divided with isms. His main hope is that American youth will regain the rugged individualism and self-confidence that he knew in his boyhood, so that a stronger America may be built for the future.—Jerry Porter.

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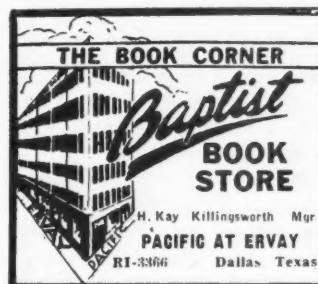
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Mildred Skelley

By Mary Fletcher Cavender

THE day of the swimmin' hole and home-made root beer has been swept into the history books along with cranking the flivver, bois d'arc streets, and mustache cups.

But the yen for a cool drink on a long summer evening is as popular with modern folks as it ever was with Kentucky colonels who drank mint juleps, or the plaid-coated blades in the Gay Nineties with their keg of home-made root beer.

Mildred Skelley is a modern-day business woman who has made her niche in the world by promoting a hot weather favorite—root beer—into a nation-wide enterprise. And from this business, she has started a second firm which has grown to major proportions within a short period of time.

Weber's Root Beer was purchased by Mrs. Skelley in 1946 from Mrs. Mabel Weber, widow of the man who founded and organized the business. The brand name of Weber's was well known throughout the Southwest even prior to 1946, but through modern methods of cooling the beverage and the mugs in which it is served, antiseptically clean utensils, and carefully placed franchises, Mrs. Skelley has trebled the volume of business within four years.

"My business experience began some years ago in Tulsa, Okla.," Mrs. Skelley recalled. "I was secretary to the president of an oil company, and from him as well as many of his associates I learned much about frugal managing of a business to save money without hampering the overall program."

After her son, John T. Skelley, was grown, Mrs. Skelley decided to return to the business world and felt that the cold drink field would interest her. She first purchased a single franchise for



MRS. MILDRED SKELLEY

Weber's Root Beer and managed a retail shop in Corpus Christi in order to learn more about the business. Within four years, she had sufficiently informed herself about the various phases of beverage manufacturing and selling to become convinced that the drink that ranks second among the soft, cold drinks would make an interesting venture for her and her son. She then purchased the Weber Root Beer Company with the right to contract or sell franchises throughout the United States.

"We have granted franchises to many restaurants, drive-ins, and root beer stands in 14 states," she said, "and will continue to expand as rapidly as we feel we can. I am actually very interested in exporting root beer extract and the equipment that is required to make this extract into the fountain drink, but I think I will continue to expand in the United States for some before I enter foreign markets."

"I personally own only one shop now—the Weber's store on Zangs Boulevard. I sold the franchise of the Corpus Christi shop when I bought the manufacturing concern, and I opened the one store in Dallas in order to be able to see always the retail manager's viewpoint, first hand. I am able through this store to

understand better each of my retail outlet's problems, to gauge supply, and watch for ways to cut down overhead. The four other Weber's stores in Dallas are owned by individuals to whom I have granted a franchise. I furnish them syrup, storage tanks, refrigerators, and mug cooling equipment. They prepare the drinks from the extract as each customer orders."

Mrs. Skelley's manufacturing plant for the root beer extract, warehouse, and business offices are at 1700 Plantation Road in one of Dallas' newer industrial sections.

Weber's by ordain of nature is a seasonal occupation. Few glasses are called for during the colder months, and this made the venture very appealing to Mrs. Skelley.

"I enjoy a variety of activities which a 12-month business schedule would not permit," she explained. "For one thing, I have for years been active in bridge tournaments which usually are planned for the winter months. However, because of my newest business enterprise, I have not had time to do much more than manage my two firms."

Mrs. Skelley's new industry is the two-year-old Plaskel Products Company,

(Continued on Page 37)

Cotton Yarn Spinners See Dallas Sights

STOPPING their special train for a visit on their way home from an El Paso convention, 135 Southeastern cotton yarn mill executives and their wives enjoyed a day of Dallas hospitality last month.

The visitors were members of the Southern Combed Yarn Spinners Association of Gastonia, N. C., who had attended a joint meeting of the organization with the annual spinner-breeder conference in El Paso.

Soon after their midmorning arrival, the spinners and their wives received a warm Texas welcome from the Dallas Chamber of Commerce and the Dallas Cotton Exchange, joint hosts at a luncheon at the Baker Hotel.

"Come over here in Dallas and live," said John W. Carpenter, Dallas Chamber president, in greeting the visitors.

"We'll join you in building a spinning mill. We've still got plenty of cotton down here in Texas."

Pictured, left to right, top, at the luncheon are A. K. Winget of Albermarle, N. C., immediate past president of the Southern Combed Yarn Spinners Association; Mr. Carpenter; James G. Jeffries, vice president of the Dallas Cotton Exchange; and George W. Boys, Tuxedo, N. C., new president of SCYSA.

In bottom photo, left to right, are J. Ben Critz, vice president and general manager of the Dallas Chamber; H. E. Reitz, executive secretary of SCYSA; and Karl G. Hunt, executive vice president of the Dallas Cotton Exchange.

After the lunch, the delegation split into small groups and saw the Dallas sights. The wives shopped for the most



—Photographs by Squire Haskins

part, while the men visited the Dallas Cotton Exchange and various industries. Later in the day R. L. Thornton, chair-

man of the board of the Mercantile National Bank, was host to all the visitors at a cocktail party in the penthouse of the Mercantile Bank Building.

The visiting mill owners and executives also included Coit M. Robinson of Lowell, N. C., president of the United Spinners Corporation and a past president of SCYSA.

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IN DALLAS *Last Month*



Insurance Officers Elected. J. Frank Holt has been elected president of the Dallas Association of Insurance Agents, succeeding C. M. (Pat) Patrick. Other

new officers are Porter Ellis and Arthur E. W. Barrett, vice presidents; Carl H. Hunt, secretary-treasurer; and Max Scheid, executive secretary. Additional new directors are Mr. Patrick, Mr. Barrett, Mr. Ellis, Mr. Hunt, Donald Bowles, Charles Eversole, Don M. Houseman, Ben Spurgin, Arthur T. Simpson, Roy Thrash, and Joe Westerlage.

The Texas Mid-Continent Oil & Gas Association has re-elected CHARLES E. SIMONS, Dallas, vice president and general manager, and EUGENE McELVANEY, Dallas, treasurer.

ROY KYLE has purchased the printing plant of G. H. WIDENER at 504 North Bishop and will operate it under his own name.



New Salesmanship President. George Baldwin of E. I. DuPont de Nemours & Company has been elected president of the Dallas Salesmanship Club, succeeding C. A. Tatum. Officers also include James S. Hudson, first vice president; Hal Gullede, second vice president; and Max Clampitt, secretary-treasurer. Directors are Curtis Horn, Mr. Gullede, Mr. Hudson, Mr. Clampitt, Eric Gambrell, Bob Lee, Charlie Paine, R. Barney Shields, J. Richard Brown, and Mr. Tatum.

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Franchised by Harben Company. Ed Hendrix, left, and Prince Winton, right, have received a franchise for exclusive Texas distribution of products made by Harben, Inc. Mr. Winton, who is president of the newly formed Harben Sales Company, has been associated with Butler Brothers in Dallas for 23 years, leaving there as controller. Mr. Hendrix, executive vice president of Harben Sales, has worked with Skillern's Drug Stores for 24 years, most recently as executive vice president.

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WE-9311

J. KIERNAN WHITE, assistant secretary and treasurer of The Murray Company, has been appointed a member of the committee on chapters of the National Association of Cost Accountants.

MRS. W. W. BAILIFF has opened the Herbold Cosmetic Bar at 1209 Elm.

A Salesman covering Louisiana and Arkansas desires to represent an additional established line. Commission Basis. Address Inquiries to Box 754—DALLAS Magazine—1101 Commerce, Dallas.

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INSPECTIONS, COMMITMENTS on CONVENTIONAL LOANS IN 24 HOURS



Cattlemen Confer. Officials of the Texas and Southwestern Cattle Raisers' Association, headed by Ray W. Willoughby of San Angelo, president, got together in Dallas recently with Dallas Chamber of Commerce leaders to start the ball rolling on plans for the cattlemen's convention in Dallas next March.

The planning session set off a drive to increase the association's membership in East Texas.

Pictured, left to right on the far side of the table, are Jack Frost, R. L. Thornton, Jr., William S. Henson, Fred Shaw, Roy Roddy, J. Ben Critz, Ben H. Carpenter, E. M. (Ted) Dealey, Henry Bell,

R. L. Thornton, Sr., and Mr. Willoughby. Left to right on near side of table are John Runyon, Ben Cabell, Ray W. Wilson, Oscar Bruce, Walter Prehn, Eugene B. Smith, C. A. Tatum, and Mayor Wallace Savage. Shown at the far end of the table are John W. Carpenter, Dallas Chamber president, left, and Cecil K. Boyt.

Mr. Bell of Fort Worth is secretary and manager of TASWCRA and Mr. Boyt is vice president and chairman of the organization's membership committee.

A West Texas rancher, Mr. Willoughby said that cattlemen of his section and those of East Texas must join forces for the advancement of the livestock industry in the state.

GOSH SPIKE DALLAS TRANSFER
MOVED THIS SAFE IN HERE SO
QUICK AND EASY I THOUGHT
THIS JOB WOULD BE A CINCH!

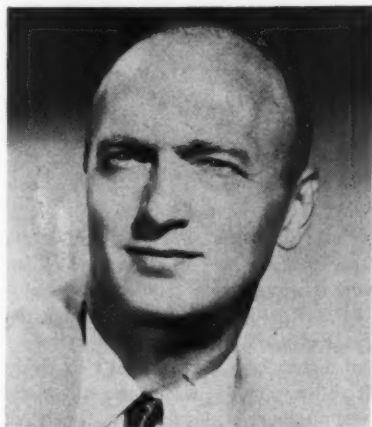
DALLAS TRANSFER & TERMINAL WAREHOUSE CO.
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EYE GLASSES
\$**6**⁹⁵_{up}
FREE EYE CHECK
MAIN OPTICAL COMPANY
1927 MAIN ST.



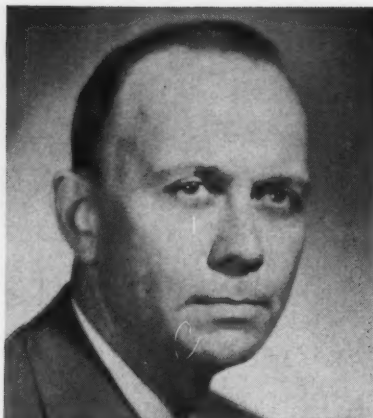
Joins Republic National. Edward N. Kerr, who has been assistant manager of the Industrial Department of the Dallas Chamber of Commerce, has become associated with the Republic National Bank as a member of its industrial department staff. A graduate of West Virginia University, Mr. Kerr recently received his law degree from Southern Methodist University.

"We are naturally sorry to lose a man as capable as Mr. Kerr but we are very happy for him to have this opportunity for advancement," said J. Ben Critz, vice president and general manager of the Dallas Chamber. "He has our best wishes for a fine future in his new connection."

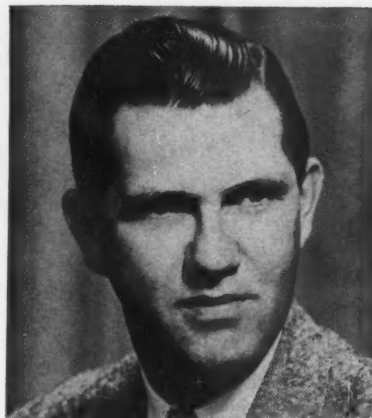


Manages Dallas District. R. A. Hawthorth has been appointed manager of the Dallas district sales office of Cutler-Hammer, Milwaukee, electrical apparatus manufacturer. He has been with Cutler-Hammer since he was graduated from the University of Wisconsin in 1934.

HERBERT D. BERGER is in charge of the newly-opened Dallas office at 209 North Hawkins of Felton Chemical Company.



Expands Dallas District. Dean D. Mock has been named manager of the newly-formed Dallas bakery product sales district of Pillsbury Mills. He joined Pillsbury in Chicago in 1936 as a bakery salesman. Since 1946, he has managed the Dallas branch, which was linked with Kansas City until recently.



Opens Office for United. Howard J. Fellows has been named manager of the new Dallas district sales office of United Air Lines. He joined United in 1945 after serving four years during the last war with the Air Transport Command. He has come to Dallas from United Air Lines' Los Angeles sales staff.

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Heads Oak Cliff Chamber. W. H. (Bill) Pierce, city councilman and owner of Morticians Supply Company, has been elected president of the Oak Cliff Chamber of Commerce, succeeding Marvin D. Love. Other officers include J. O. Hutchison, treasurer; Shelby Cox, legal counselor; and Guy Draper, general manager.



Elected by Empire Bank. Thomas B. Whitis, Jr., has been promoted to assistant vice president of the Empire State Bank, where he has been assistant cashier since the bank opened in 1948. He began his banking career with the Mercantile National Bank in 1936 and was with the Greenville Avenue State Bank until he joined Empire State.



Brokerage Firm Manager. Stephen E. Case has been named Dallas manager for Shearson, Hammill & Company, brokerage and underwriting firm, which will establish a Southwestern office in the Mercantile Securities Building next month. He has resigned as Dallas representative for Standard & Poors Corporation, which he has served for nine years.

DR. EDWARD WHITE of Dallas is the new president of the Texas Surgical Society.

F. P. MAGNOLIA has opened the Magnolia Fur Company at 2609 North Carroll.



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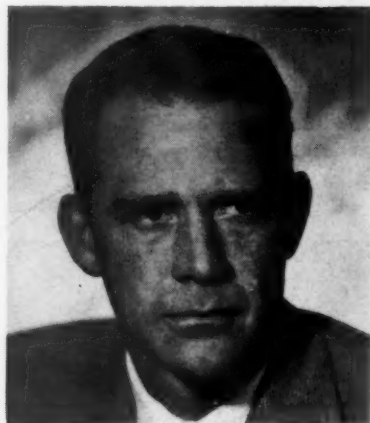


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Joins Lone Star Steel. L. D. (Red) Webster has been appointed public relations director for Lone Star Steel Company. He has served as vice president of Red Arrow Freight Lines at Houston, and has worked in the public relations and advertising department of Grand Prize Brewery. He was sports editor, and later public relations director, for the old "Dallas Dispatch."

W. T. WHITE, superintendent of Dallas schools, has been named a special advisor of the University of Texas' new school administration program.



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Promoted by Oak Lawn Bank. F. G. Henry, left, has been promoted to vice president of the Oak Lawn National Bank and Dudley E. Brown, right, has been elected cashier. Mr. Henry, formerly vice president and cashier, has been with the Oak Lawn bank since it opened in 1946. Mr. Brown, formerly assistant cashier, has been with the bank since 1947.



Promotes Metal Specialties. R. B. Updegraff has been appointed advertising and sales promotion manager for Harben, Inc., manufacturers of metal specialties. For the past eight years he has handled sales and marketing work for Fleming & Sons, Dallas paper manufacturers. He started his advertising career with Kenyon & Eckhardt in New York, and later worked for J. Walter Thompson Company.

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The Dallas Criminal Bar Association has elected WHITLEY SESSIONS, president; JIMMY MARTIN, vice president; and BEN HENDERSON, secretary-treasurer. Directors are WILLIAM McCRAW, W. J. DUKE, ROBERT ALLEN, MARK KRAMER, EDGAR SMITH, AUBREY ROBERTS, ANDREW PRIEST, RAY HOLDER, and J. E. McLEMORE, JR., retiring president.

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Interchange Birthday. To mark the first anniversary last month of the initial through service flight by American Airlines and Delta Air Lines linking the Southeast with the Southwest and the Pacific Coast, with Dallas as the inter-

change point, one birthday candle on a cake was blown out by two stewardesses—Miss Millie Alford of American, right, and Miss Emily McPoland of Delta. Guests of honor at the breakfast celebration at the Dobbs House restaurant at

Love Field were members of the Aviation Committee of the Dallas Chamber of Commerce.

Pictured seated are Robert L. Thornton, Jr., vice president, Mercantile National Bank, left, and William A. Ware, manager of the Dallas Chamber's Aviation Department, right. Standing, left to right, are Bob Camors, station manager, Delta; Brad Gibson (hidden), district sales manager, American; Bert Howard, executive vice president, Texas Engineering & Manufacturing Company; Asher Lane, assistant district sales manager, Delta; J. Howard Payne, Dallas postmaster; D. L. Whittle (behind Mr. Payne), director, Texas Bank and Trust Company; James K. Wilson, president, James K. Wilson Company; Peyton L. Townsend, president, Metropolitan Building & Loan Association; Gus Brenneke, consulting engineer at Love Field; Wallace Harmon, district sales manager, Delta; Howard P. Holmes, president, Two States Drilling Company; and M. D. Miller, regional vice president, American.



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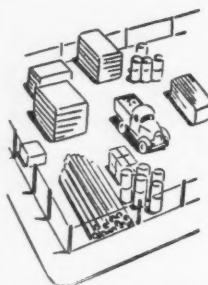
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James S. Hudson

Alex D. Hudson, Jr.



New AGA President. D. A. Hulcy, president of the Lone Star Gas Company, is the new president of the American Gas Association. Mr. Hulcy, who is a former president of the Dallas Chamber of Commerce, has served during the past year as first vice president and chairman of the natural gas department of AGA.



Elected Mortgage Officer. Aubrey M. Costa, president of Southern Trust & Mortgage Company, has been elected vice president of the Mortgage Bankers' Association of America. Mr. Costa is also a partner in the real estate and insurance firm of Love and Costa.



Promoted by A. & P. A. V. Carter, former unit coffee division representative for Great Atlantic & Pacific Tea Company, has been promoted to personnel manager for Dallas A. & P. stores. He has been a member of the Dallas A. & P. sales department since 1939.



Vice President. Bennett G. Moore has been elected vice president and assistant trust officer of the First National Bank in Dallas. Mr. Moore joined First National in 1928 and was named assistant trust officer in 1941.

Barbershop Quartets To Compete in Dallas

Barbershop quartets from Oklahoma, New Mexico, Texas, and Eastern Colorado will compete in Dallas November 4 when the Dallas Chapter of the Society for the Preservation and Encouragement of Barber Shop Quartet Singing in America holds its second annual Southwestern district contest. The competition will be conducted at Fair Park Auditorium, beginning at 8 p.m. A program feature will be the presentation of the Dallas Chapter chorus which this month won the Southwestern district chorus contest at Wichita Falls.

Photographic studios have been opened at 2810 North Henderson by KURT BORRIS, native of Frankfurt, Germany, who came to the United States in 1937.

New officers of the Oak Cliff Kiwanis Club are W. W. WILSON, president; DR. R. E. STARNES, WALTER GOWDEY, and JULIUS SMITH, vice presidents; and E. B. VAN VOORHIS.



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ORAL WARING, formerly assistant sales manager of Insulite's insulating siding department in Minneapolis, has been appointed sales supervisor for the company's building products in seven southwestern states with headquarters in Dallas.

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Logan 6-2037



Promoted by Hayes Chevrolet. L. O. Taylor, left, has been promoted to general manager of Earl Hayes Chevrolet Company and W. J. Helm, right, has been made assistant to the general manager. Mr. Taylor has been at the same location for 21 years, although the Chevrolet dealership has changed from John E. Morris to Ray Hill, to Earl Hays. Mr. Helm has been with Earl Hayes since he was released from the Navy in 1945. He was with Knight's Motor Hotel for 12 years. Ross Thomason, formerly a salesman, has succeeded Mr. Taylor as truck department manager. Mrs. Eunice Zent has succeeded Mr. Helm as office manager.

County Judge W. L. STERRETT has been elected president of the newly formed Dallas East Texas Club. Other officers are DR. W. G. DIAL, vice president; MRS. T. D. McVEY, secretary; and MRS. ED HENRIKSEN, press relations chief.

E. M. BEYER, who formerly served in the bond department of the Guaranty Trust Company and later in a similar capacity with the Chemical Bank & Trust Company, New York, has been named manager of the Dallas office of Harris, Upham & Company.



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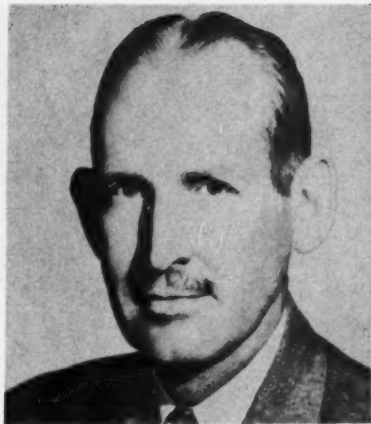
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OR IMPROVE
YOUR HOME, FARM,
OR FACTORY!



**Sold by Hardware, Lumber and Building Material
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Manages Dallas Branch. C. D. Waska, Jr., has been appointed manager for Clary Multiplier Corporation's factory branch office in Dallas. He started with Clary as a salesman in 1948 and was head of the Houston office when promoted to the older and larger Dallas factory branch.



Promoted to Vice President. C. E. (Eddie) Allen has been advanced to vice president in charge of sales for the El Chico Canning Company and elected to the board of directors. He has been sales manager since 1949, and was with Standard Brands for 18 years as district sales manager for Texas and Oklahoma.



Ruberoid Promotes Manager. C. B. Lundin, who came to Dallas in 1946 to help organize the Dallas district of the Ruberoid Company, has been promoted to district sales manager. He has been with Ruberoid 14 years, part of the time as a Ruberoid representative in New Orleans.



New Love Field Banker. E. L. Hensley has been elected a vice president of the Love Field State Bank. He has been with the Texas State Department of Banking since 1943, serving as examiner of the Dallas district for the past four years.



Dallas Regional Manager. John H. Bright has been appointed regional manager of the newly formed Dallas region of Moore Business Forms, which serves nine states. Mr. Bright has spent his entire business career in the business forms

industry, and since 1945 has been manager of the Texas and Oklahoma region for Moore Business Forms.

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Lv. Dallas 11:30 pm
 Ar. San Antonio 7:50 am

PHONE PRospect 7-0311



NATURAL ROUTE SOUTHWEST

291B9

J. A. McDOWELL is the new president of the East Dallas Kiwanis Club. Officers also include ROBERT W. FINKLEA and ALBERT L. GREER, vice presidents; J. M. CONNOLLY, treasurer; and CHARLES T. HANSEN, secretary.

JAMES L. WETTERSTEN and LLOYD L. WOLFERT have joined the Dallas agency of the Prudential Insurance Company as special agents.

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Dallas-Fort Worth Cooperation. Appreciation for the efforts of John W. Carpenter, Dallas Chamber of Commerce president, in "bringing the East and West together" for a joint Dallas-Fort Worth bid for the Air Force's new Air Academy was expressed in tangible form last month by the board of directors of the Dallas Chamber when it presented Mr. Carpenter with a framed copy of the Dallas-Fort Worth letterhead used by the presidents of the Chambers of the two cities in filing an elaborate brochure with the Air Force's site selection board.

Mr. Carpenter, right, and J. Ben Critz, Dallas Chamber vice president and general manager, are shown above displaying the framed symbol of Dallas-Fort Worth cooperation. The two cities are asking the Air Force to locate its West Point of the Air on the north shore of Grapevine Lake in Denton County, 20 miles from each city. Dallas and Fort Worth have also joined hands in inviting the Federal Government to locate an \$11,000,000 quartermaster corps laboratory on the south shore of Grapevine Lake in Tarrant County, 18 miles from each of the cities.

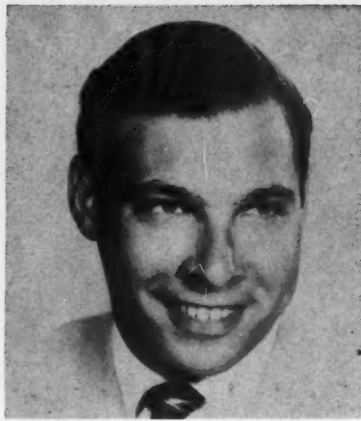
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RA-9021 2021 MCKINNEY



Educational Chairman. P. B. (Jack) Garrett, president of the Texas Bank & Trust Company, has succeeded R. L. Thomas, vice president of the Dallas National Bank, as chairman of the Education Committee of the Dallas Chamber of Commerce. The committee will continue its Americanism program in the Dallas public schools and will also send business leaders into Dallas County schools for talks to students on the values of citizenship.

"The business leaders of this country have sat idle for too long; they need to arouse themselves to real action against the forces that would infiltrate the thinking of our youth with ideologies foreign



New Chamber Director. Landon Speyer, president of the American Fashion Association, which is the Market Division of the Dallas Chamber of Commerce, has been elected a director of the Chamber. He will complete the unexpired term of Rex B. Beisel, who resigned when he moved to Oregon recently. Mr. Speyer is sales representative of Kramer Company and Jerry Gilden Specialties.

to the American way of life," said Mr. Garrett. "We must outsell them, and resell Americanism.

"We know the future destiny of this country lies in the hands of youth, and it is our duty to give them proper guidance at this time."

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Dallas NOMA to Offer Letter Writing Course

Charles Bury, correspondence consultant, will conduct the third annual better business letters clinic to be sponsored next month by the Dallas Chapter of the National Office Management Association.

The course will be given in three two-hour sessions on November 6, 7, and 8, beginning at 6:30 p.m. in the Palm Garden of the Hotel Adolphus. The letter-writing program will feature new visual aids and streamlined instructional methods. Jim Bryson is chairman of the project.

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Co-ordinates New Products. Robert Ludwig, industrial engineer, heads the new products development division of Wilhelm-Laughlin-Wilson, advertising agency. The division will bring together new products and the industries to manufacture and market them. Mr. Ludwig has a background of 25 years in heavy construction work, including service as electrical superintendent in charge of construction for the General Construction Company of Tacoma, Wash. He later was superintendent of maintenance for the Todd-Pacific Shipbuilding Company of Tacoma.



Named Bank Official. Roy M. Quisenberry has been elected an assistant vice president of the Texas Bank & Trust Company to serve in the correspondent bank division. With the Federal Reserve Bank for nine years, he worked with government cotton loans and was made an assistant examiner in 1946. He has also been connected with A. G. Spalding & Brothers, Dallas Power & Light Company, and Manning & Bowman Company.



Directs Federal Agency. Karl E. Wallace, former head of the Dallas office of the War Assets Administration, has been named regional director of the General Services Administration for the Oklahoma, Arkansas, Texas, and Louisiana region. A colonel in the reserves, he was regional commander of the Forty-second Infantry, Thirty-sixth Division, during World War II.



Appointed Vice President. Riley Burch has been appointed vice president of the Ryan Mortgage Company. Formerly manager of the firm, Mr. Burch was previously associated with the Federal Housing Administration.



Manages Dallas Branch. J. A. Snyder, Jr., has been named Dallas branch manager of the product service division of the A. O. Smith Corporation. He started with the Stoker Program in field service in Chicago. Prior to that he spent 13 years with Commonwealth Edison Company, also in Chicago.

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United Bankers Made Capital Stock Company

UNITED Bankers Life Insurance Company has converted from a four-year-old mutual to a capital stock company, added three officers, and reshuffled its top-ranking executives.

Under a new Texas charter, the company (formerly known as United Bankers Mutual Life Insurance Company) has issued no-par stock for \$1,025,000, with \$260,000 in capital and the remainder in surplus. Stockholders are 500 Texas business and professional men.

The initial stock issue was oversubscribed. The company plans to double its capital within the next four or five years. Seven district offices have been opened, and plans are under way for opening 20 district offices throughout Texas.

New officers of United Bankers include R. E. (Chick) Sorrells, second vice president and general manager; Dr. Bassel N. Blanton, medical director; and R. W. Pullen, manager of the Dallas district.

United Bankers' chief executive, Don J. Willmon, known as the "selling president" is also agency director, is pictured at right, seated, photo at top, with Mr. Sorrells, standing, right; Dr. Frank K. Rader, chairman of the finance committee, seated, left; and Mrs. J. I. Armstrong, secretary-treasurer.

Shown in lower photo, left to right, are Don Hoy, director of the accident division; Elmer G. Atkinson, agency secretary; and John H. Miles, manager of the hospitalization department.

Mr. Sorrells has joined United Bankers after 27 years of life insurance actuarial experience. Dr. Blanton is a staff member of various Dallas hospitals who has been practicing internal medicine in Dal-



—Photographs by Squire Haskins

las since 1947, when he entered into a partnership with Dr. Tate Miller. Prior to that time he was associated with the Scott and White Hospital and Clinic at Temple. Mr. Pullen has been serving United Bankers for two years.

Other officers and division heads in

the new setup include John Lee Smith of Lubbock, vice president and chief counsel; John L. McCarty of Amarillo, public relations counsel; Harry Britten, assistant to the president and field representative; Frank Winey, field representative and instructor in the special policy division; and John S. Rudd of Austin, consulting actuary.

Dallasites on the board of directors, in addition to Mr. Willmon, Mr. Smith, and Mrs. Armstrong, include John T. Gordin, George Lee, and C. B. Peterson, Jr.

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Postal Workers Honored. As first-place winner among Dallas postal stations in an air parcel post sales contest, the Love Field station was awarded a plaque last month at a special presentation dinner sponsored by postal officials and representatives of airlines serving Dallas. Ples M. Odom, superintendent of the Love Field post office, right, is shown receiving the plaque from Mallory E. Phillips, Washington, D. C., director of air mail for the Post Office Department. Seated are J. Howard Payne, left, Dallas postmaster, and William A. Ware, manager of the Aviation Department of the Dallas Chamber of Commerce. The Love Field station exceeded its air parcel post quota by 408 per cent in the month's contest based on receipts of the previous month.

Women in Business

(Continued from Page 20)

which she and her son started in 1948 primarily for the purpose of manufacturing root beer mugs.

It was their idea that, by making a specially shaped and styled container which could be easily recognized by both fountain attendant and customer as a Weber's Root Beer mug, they could eliminate the possibility of the root beer being served in a glass, for example, which advertised a competitive drink on its side. Also, a container specially designed for the product would make it possible to standardize the amount of root beer a customer could expect for a nickel or dime. For these and other rea-

sons, the mother and son joined hands in business once again to organize Plas-kel Products.

A special plastic was sought so that the mugs would be light in weight, yet sturdy enough not to tilt over easily. An industrial designer worked out a pleasing design for the mold and mixed colors that would be cheerful and harmonious with the rich grape-wine color of the root beer. The mugs are washable in boiling water.

"Plaskel was indeed a happy solution to many problems not only for Weber's but for many other industries," Mrs. Skelley said. "Within a short time after we introduced the root beer mugs in small and large sizes for the nickel and

Business Opportunities

EDITOR'S NOTE: The Dallas Chamber of Commerce cannot guarantee any firm or individual mentioned in this column. All statements are those of the firms or individuals, and it is suggested the usual investigation be made in each instance.

The following firm and individual are interested in representing Dallas manufacturers in their territories:

Eastern Enterprises, 3530 Stone Way, Seattle 3, Wash., is seeking hard lines for wholesale distribution in the Pacific Northwest area.

Michael E. H. Sweeney, 280 Merriam, Weston 93, Mass., New England sales agent, is looking for additional lines.

The following firm is seeking representation in Dallas and vicinity:

Convair Corporation, 1501 Potoma, Pittsburgh 16, Pa., manufacturer of pneumatic conveying equipment, desires a sales representative in the Dallas area.

dime portions, we were urged to present other fountain service items in the same plastic and the same colors. We have quite a list available now, including sundae, soda, and sherbet dishes."

Mrs. Skelley was born in Kansas City, Mo., but claims Dallas as her home. In 1949, she was nominated for the Altrusa Award.



One of the recent additions to the Trinity Industrial District is the new building shown above which is occupied by the Spencer Chemical Company, the Kellogg Switchboard Company, and the Kieckhefer Container Company. The building is owned by Trammell Crow. For information on the District consult your real estate broker or . . .

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The March of Industry

Insurance Company Formed By Motor Freight Officials

TOP executives of motor freight companies have organized the Transport Insurance Company of Dallas to serve the insurance needs of the transportation field in 27 states.

Leonard B. Brown, president of Best Motor Lines, Dallas, has been elected president. Officers include R. W. Lee and Chester E. Bradley, vice presidents; J. Michael Riley, vice president and general manager; and Frank E. Bacon, secretary-treasurer.

The company's headquarters are at 1330 North Industrial.

Chartered under the laws of Texas with a capital structure of \$300,000, consisting of \$200,000 in capital and \$100,000 in surplus, the company is licensed to write all forms of insurance except life. Coverage will be limited at present to insuring transportation companies.

Directors are Henry E. English, W. W. Callan, Howard W. Allen, R. T. Herrin, J. H. Rose, Roy G. Woods, Harry P.



LEONARD B. BROWN

Brown, Sam A. Simpson, M. E. Moore, W. B. Price, L. F. Miller, Roland Heldt, and the officers.

VICTOR P. CLARENCE is the new manager of Gordon's Quality Jewelers, 1605 Main.

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Cummings Agency in New Quarters. The O. Sam Cummings Texas agency for the Kansas City Life Insurance Company has moved into its new home at 715 North St. Paul, above, where it is using 7,500 of the 10,000 square feet of space provided by the building formerly used for home offices by the Great American Reserve Insurance Company. Each agent has a private office in the remodeled, completely air-conditioned structure. O. Sam Cummings, pictured above, head of the agency, purchased the building a year and a half ago after Great American Reserve began construction of a new home office building in Dallas. At the recent annual convention of the National Association of Life Underwriters, Mr. Cummings was presented with the John Newton Russell Memorial Award for outstanding service to the institution of life insurance for the year 1950.

Texas & Pacific Railway has advanced FRANK WILSON to assistant freight traffic manager, M. L. CRAIG to assistant general freight agent, and W. G. HARRIS to general passenger agent.

FARRIS CAMPBELL, JR., and RUDOLPH JOHNSON have been elected to the board of directors of Bankers Discount Corporation.



W. W. HENSLEE, formerly with the Fidelity Union Life Insurance Company, has been named associate manager of the Dallas branch of the American Hospital and Life Insurance Company.

Magnolia Petroleum Company has named L. E. FRENSELY comptroller and WARREN M. ALBERT assistant comptroller.

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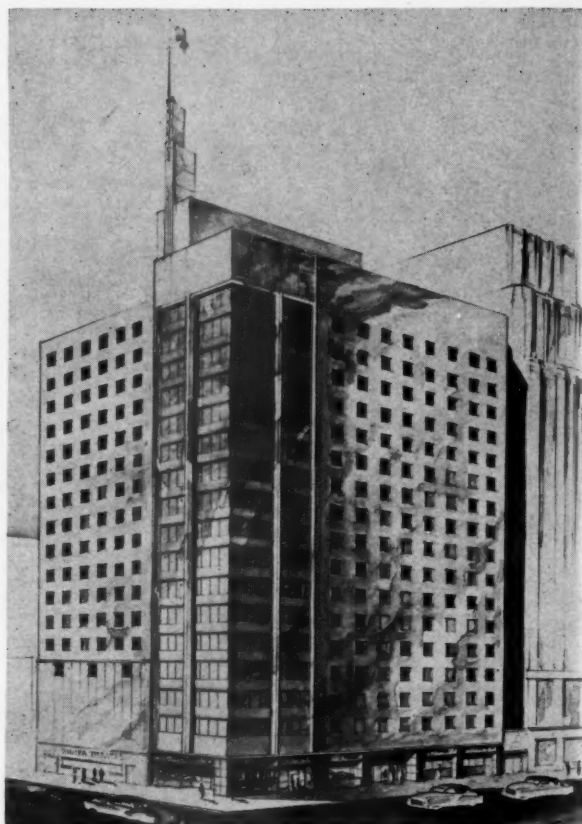
Dallas to Get Nunn-Bush Store. The Nunn-Bush Shoe Company will open its first Dallas unit next month at 1610 Main. A modern store has been designed by Gill, Harrell & Associates. The exterior, above, will be highlighted with imperial red granite trimmed with aluminum, and the interior will provide a rich masculine background of soft walnut wood walls with green accents. The construction work is being done by the Henger Construction Company. Serving as a distribution center in addition to Nunn-Bush outlets at E. M. Kahn & Company and Ring & Brewer, the new store will handle both the Nunn-Bush line of shoes and the Edgerton brand, also manufactured by Nunn-Bush.

Continental Life Bought By Southland Insurance

SOUTHLAND Life Insurance Company of Dallas has purchased the Continental Life Insurance Company of Washington, D. C.

Southland Life will step up its life insurance in force to an amount exceeding \$650,000,000 and expand its assets to more than \$130,000,000 when the business of the two companies is combined. The consolidation will rank Southland among the nation's 50 largest life insurance companies.

The Continental Life division of Southland will continue



Corrigan to Erect \$5,000,000 Tower. Construction of a modern, 17-story, \$5,000,000 office building at the southeast corner of St. Paul and Pacific will start before January 1, with completion scheduled within a year. The new Corrigan Tower, pictured above in the sketch as it will look when completed, will be connected by corridors on 14 floors with the adjoining Tower Building at St. Paul and Elm, which is also owned by Leo F. Corrigan, Dallas realtor-hotel owner. The combined units will have 325,000 square feet of office space, making one of the largest integrated office structures in the Southwest. The ground floor, to house five retail shops, will have an exterior of marble. Wyatt C. Hedrick is the architect.

to operate all agency and office functions from Continental's home office building in Washington under the direction of L. McCarthy Downs. Formerly president of Continental, Mr. Downs has become vice president in charge of Southland Life's Continental division. President of Southland is W. C. McCord, and chairman of the board is John W. Carpenter, president of the Dallas Chamber of Commerce.

W. H. KIRKPATRICK has been placed in charge of the institutional department of the Southwestern division of Thomas J. Lipton, Inc.

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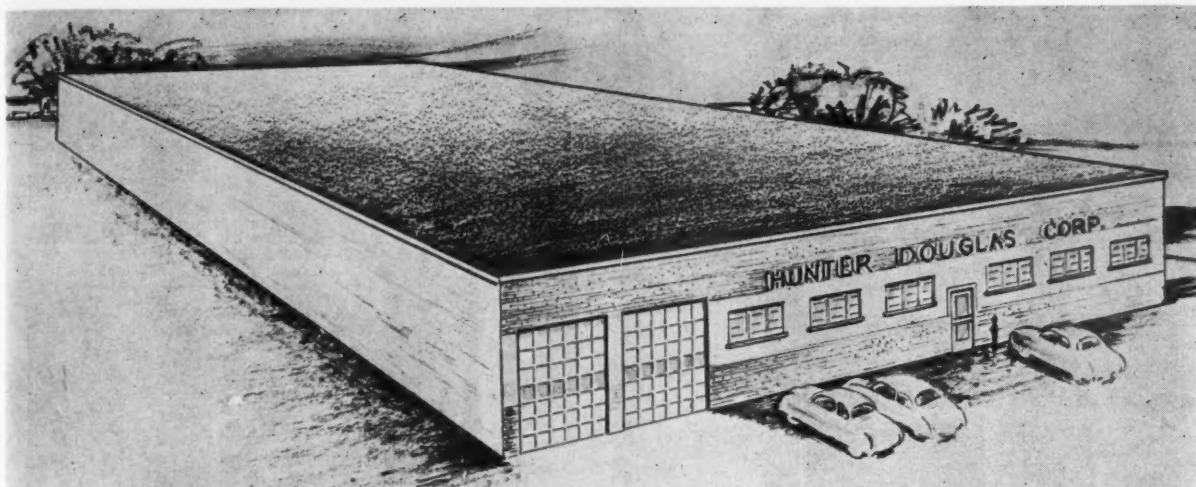
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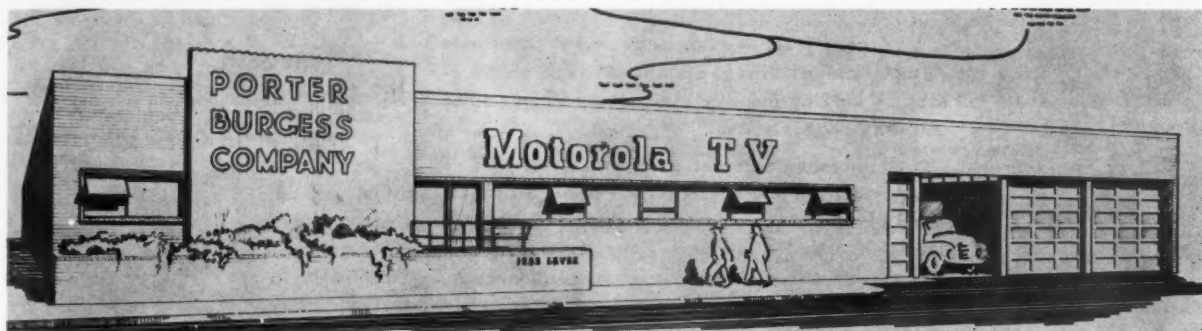
Phone RA-8857



Dallas Factory Expands. Hunter Douglas Corporation, producers of Venetian blind components, plans to move its Southwestern branch offices, factory, and warehouse into a building now under construction at 1235 Dragon in the Trinity Industrial District. The new 10,000-

square-foot, \$100,000 plant, pictured above as it will look when completed, will give the branch more than three times the space it has at present at 1230 Industrial. It will have two truck docks and a Rock Island railroad siding. The building is being constructed by Trammell

Crow and R. W. Blair, Jr., owners, under a lease arrangement with Hunter Douglas. McFadden & Miller Construction Company is the general contractor. Howell H. Watson, realtor, handled lease negotiations. J. E. Fisher is district sales manager for Hunter Douglas.



New Porter Burgess Home. Under construction at 1233 Levee in the Trinity Industrial District is a new 20,000-square-foot plant for Porter Burgess Company, wholesale distributor of Motorola products. Sketched above as it will look when completed about May 1, the building will give Porter Burgess about four times the space it has in its present quarters at 815 North Pearl.

Of buff brick and tile construction, the building has been designed especially for Porter Burgess by Hidell and Decker,

architects, and, in addition to warehouse and air-conditioned office and display space, will include an auditorium seating 150 persons which will be used for sales training on products and service. The

company has purchased adjacent land for further expansion. Churchill and Barry are general contractors on the project, and Henry Miller, realtor, handled the land purchase.

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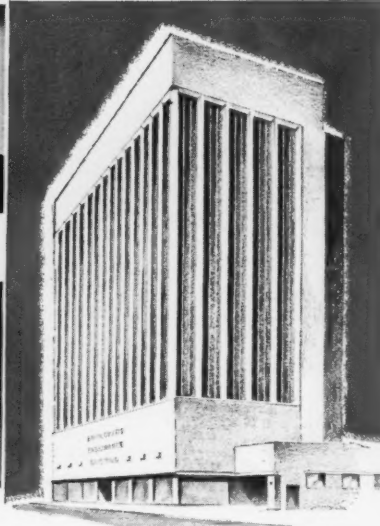
NATIONAL PACKING COMPANY of Greenville, Miss., manufacturers of dog food, has leased from Elmer R. Horne, realtor, a building at 147 Payne in the Trinity Industrial District for a distributing office in Dallas.



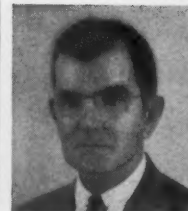
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First National Bank
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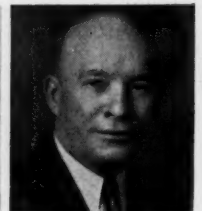
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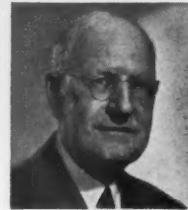
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These Prominent TEXANS Direct the Affairs of the ASSOCIATION

Recently the Texas Employers' Insurance Association celebrated its thirty-sixth anniversary by moving into the new, modern home office building shown above.

This move and the phenomenal growth of the Association never would have been possible without the guiding hand of such a capable and experienced board of directors. Their knowledge and experience have been invaluable in steering the Association through troubled times and over many seemingly insurmountable obstacles. These men have been such loyal supporters of and active salesmen for the Association that much of its growth is due directly to their efforts.

The management and the policyholders of the Association are proud to have such a board of directors. To these men go our sincere thanks and our appreciation for the part they have played in the growth and development of the Association.



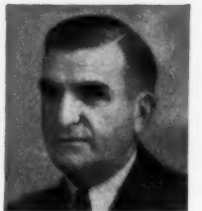
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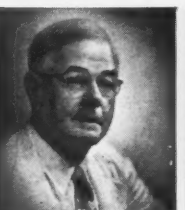
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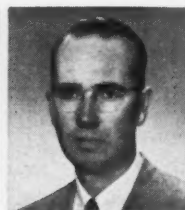
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DALLAS



TELEVISION RECEIVERS are exhibited by Joseph Sartor, Jr., photo at right, in a setting of maroon velvet and fine paintings. Don Krout, left, above, and John Larkin of the Sartor sales staff examine a new Philco electric range.

Appliance Firm Opens

THE new Joseph Sartor, Jr., TV & Appliances Gallery has opened at 4516 McKinney, adjacent to the long-established Joseph Sartor Art Galleries.

The young Mr. Sartor joined his father's firm in 1947, after studying at the University of Texas, Massachusetts



Institute of Technology, and Harvard. He is now owner of the greatly expanded, separate television and appliance operation.

Brands handled by the new firm include DuMont, Fisher, Philco, and RCA television and radios; Anderson, Estate, and Odin gas ranges; Manning Bowman and Toastmaster electrical appliances. The company also handles electric ranges, roasters, home freezers, mixers, cooking utensils, imported English dishes, and chrome furniture sets.

Texas Research Foundation

(Continued from Page 18)

that have eluded definite knowledge for years. One is that, in these soils, soluble phosphates such as superphosphate can be used by the plant roots. Others, however, such as rock phosphates, colloidal phosphates, and metaphosphates, are relatively useless to the plants. The experiments with radioactive phosphorus are currently being stepped up, with transfer of plantings to the open fields for the first time, in order to make large-scale application of these early findings.

Experiments with fertilizers. Experiments at Renner have upset long-held notions in many quarters that "fertilizers

are no good on blackland soils." On the contrary, it has been learned that some fertilizers are highly useful, when properly applied and when placed at the proper depths. Expanded and coupled with the improved farming systems already outlined, this discovery is expected to be of incalculable value in rebuilding soils worn out from long years of use of a one-crop farming system.

Soil studies. These studies, directed by Dr. W. Derby Laws, soil scientist, are considered fundamental and are being made on soils taken from several fields of virgin prairies in comparison with those of adjoining fields which have been planted to crops for a half-century or more. These latter show startling losses through various types of depletion be-

cause nothing has been put back into the land to do the work of sod crops and other approved treatments in maintaining and restoring the soil.

On these fields, considered fairly typical of North and East Texas, the plant nutrient supply is more than one-half gone, although the black, rich-looking appearance of the soil remains. The soil, too, has lost its original porous structure, retaining only about 10 per cent of its original capacity to take in rainfall and hold it for plant use.

Belief is growing at Renner that the soil's structural and humus content losses are responsible for many factors of plant and land ills previously regarded as unrelated to these basic studies. Where early signs of soil depletion were considered

AFA in New Quarters. The American Fashion Association, the Market Division of the Dallas Chamber of Commerce, has moved into remodeled and redecorated offices in the Chamber of Commerce Building. The division, of which Henry W. Stanley is manager, formerly had quarters in M & W Tower.

Adding to Capital. United American Insurance Company of Dallas is increasing its capital from \$70,000 to \$400,000 by offering 3,500 shares of common stock to Texas residents through William B. T. Simmons Company, Dallas.

New Furniture Store. Kantz Furniture Company has leased the building at 1043 North Zangs for the opening of a second store there about December 1.

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to be caused by drought and other bad weather "breaks," or by insects or plant diseases and the like, the investigations have strongly indicated that this theory should be turned around, that these things occur when the soil's weaknesses make them possible. The staff feels that soil depletion lies at the root of the basic agricultural problems of this area.

Legumes. Research over several years for useful legumes on this soil has come up with several answers. Black medic and button clover grow well in mixture with the cool-season grasses; and for summer growth, guar and mung beans show promise of being valuable annuals. The intensive alfalfa program has made considerable progress toward breeding a pasture alfalfa which creeps underground, and toward coping to some extent with root rot in alfalfa.

Nutrition studies. Nutrition problems, affecting plants and animals, and believed to affect the health, growth, and mental development of people who feed on such deficient food sources, are being studied in their relation to the exhaustion of the soil due to the causes described.

Results at Renner are not limited to consideration of yields per acre. Every crop is given a chemical analysis to determine the nutritive value of the crop. It is now known that these nutritive factors, which cannot be discerned except by very precise tests, have a direct bearing upon livestock production problems and upon human health, through the

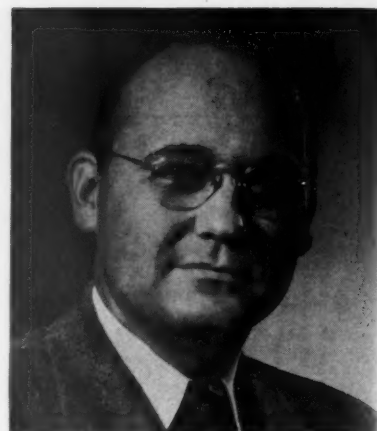
crops as now grown in the farms. Improved practices are being developed which do not overlook the need for high nutritive values of necessary elements, such as iron, manganese, copper, zinc, and boron, plus phosphorus, magnesium, and others. These, it is known, must be "unlocked" from the stubborn blackland soil, or they will not be present in plant or livestock food sources either.

All these discoveries constitute definite guideposts to the future direction of the research.

"In plotting farming systems, thinking should be in terms of net returns rather than total returns," Dr. Lundell points out. "There may be little or no net return from a crop bringing in a high gross return, due to high costs of hand labor or other factors. Grass and livestock make for a crop planted, maintained, and harvested with virtually no hand labor.

"We have proved, in our crop yields at Renner, that good farm management and practices, utilizing rotation and other soil restoring methods, can produce as abundantly of cash crops in two years as the less efficient, more commonly used methods can in four. In this way, the farmer grows just as much total yields of cash crops as if he had kept them in the soil the entire period, while at the same time he is reversing the downhill progress of his soil in favor of a renewed status of high productivity."

This is the new agriculture which the



Forms Insurance Firm. Troy V. Post, who is chairman of the board of the Life Insurance Company of America and the American Fidelity Insurance Company, has selected Dallas for the home office for the Reinsurance Company of America, a new firm, of which Mr. Post is president. His insurance career began in 1931 when he joined the Fidelity Union Life Insurance Company of Dallas as an agent. In 1937 he became president of Pioneer Life Insurance Company, a firm he helped organize. The reinsurance company has capital and surplus of \$250,000, will have headquarters in the M & W Tower, and will deal in life, health, and accident reinsurance.

beef cattle experiment now scheduled for the new pastures is designed to put to the test for all to see. The success of this program will mean a well-paying use for the land while the sod is on it in the rotations.

In the pastures program, the cattle will be shifted periodically from pasture to pasture, to test pasture combinations of grasses and legumes. In fact, the steers will probably be grazed from three to five times on each combination and mixture of the winter-growing perennials, and will be carefully weighed each time they are switched, to compare the extent of gains made upon each pasture. This will furnish the best line on different mixtures and different fertilizer treatments.

And that brings the story back to the prime factors in the structure of the new agriculture—abundant, nutritive, and soil restorative grasses, which will build healthy livestock and aid in growing healthy crops.

In the thinking of the Foundation's supporters and administrators, this will also build a healthy population and a healthy way of life.

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Foreign Trade Inquiries

EDITOR'S NOTE: Statements under this heading are based on information received by the Dallas Chamber of Commerce, but are not guaranteed by the Chamber or DALLAS. Details may be obtained from the Foreign Trade Department, Dallas Chamber of Commerce. Please refer to code.

50910/KY. **Japan.** Osaka exporter wishes to contact firms interested in importing Japanese silk fabrics, toys, china, and porcelain.

50910/CSRL. **Mexico.** Mexico City concern has coconut for export.

50910/FM. **Italy.** Milano manufacturer wishes to contact firms interested in importing dress buttons.

50910/BSA. **Cuba.** Havana concern wants to act as Cuban representative for manufacturers, mills, and dealers.

50810—M&C. **Germany.** Frankfurt Am Main firm offers for export iron and steel products, industrial machinery, accessories and spare parts, agricultural machinery and implements, railway material, glassware of various kinds, surgical and dental instruments, rubber goods, and plastic materials.

50910/AGS. **Germany.** Wehdenweg concern wants to contact firms interested in importing German steel and hardware.

50810/ACT. **Germany.** Hamburg firm wants to act as buying agent for building materials, chemicals, consumer goods, electrical machinery and accessories, glassware, hardware, industrial plants and accessories, iron and steel, laboratory equipment, machinery, musical instruments, optical and mechanical goods, pumps and compressors, and watches and clocks.

50810/EDM. **Sherman.** Importer has for sale China tea, ladies' evening bags and make-up bags from Denmark, and English furniture.

50610/FE. **France.** Manufacturers have for export Nylon tulle, fireproof mosquito netting, curtain fabrics, knitting yarn, wood yarn, Angora hair and yarn, knit articles, linen yarn, sewing and embroidery thread, laces, millinery supplies, ribbon binding for slippers, dressed skins, leather shoes, bracelets and watch bands, metal buttons and badges, sport stockings and socks, gloves, woolen goods, children's accessories, knit underwear, sweaters, lingerie, men's shirts and shorts, ladies' ready-to-wear, coats, suits, jackets, topcoats, bathing suits, textiles, bedding down, costume

jewelry, music boxes, buttons, and plastic venetian blinds.

50910/KSS. **Missouri.** Springfield importer offers for sale Belgian grey Portland cement, ASTM C150/1947 type one.

BAKER AIR CONDITIONING
REFRIGERATION

**TEXAS
REFRIGERATION &
ENGINEERING CO.**

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THE WISE OLD OWL SAYS:

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the harvest can be reaped."*

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Royal Typewriter Company has appointed ARTHUR C. KAUPERT as cashier of its Dallas office.

J. O. LAMBERT, JR., has been elected an overseas fellow of the Royal Horticultural Society of London.

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On The Team That
Assists You With Your
Estate Plans**

Your Accountant has the "know how" to analyze and to set up valuations. Furthermore, with his up-to-the-minute tax information, he can, working with your lawyer, your insurance man and the trust officer of your bank, help develop plans that result in savings to your estate.

It is always our recommendation to those who name this bank as executor that their accountant, lawyer, insurance man and one of our trust officers working as a team, develop the estate plan.

Without obligation to you we will appreciate the opportunity to tell you our views about this and to explain our part on the team... to outline our services as executor.

TRUST DEPARTMENT

**Dallas
National**

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

Bank

"Oldest Trust Department in Dallas"

Dale Miller

(Continued from Page 7)

crises abroad. Whether the victory in Korea has softened the determination of the people or distorted their perspective of the larger dangers is the big question.

In any event, the nation is fully committed, and probably irrevocably committed, to a preparedness program so extensive that it will produce a metamorphosis in the American economy. Exorbitant taxes will be levied, and rigid controls imposed, but even a combination of both will not suffice to head off the inflationary pressures which are gathering on the horizon like a storm.

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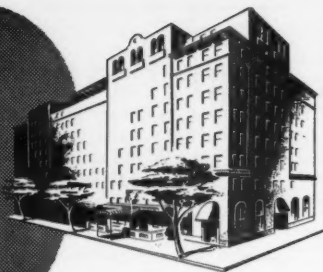
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Lubbock, Texas



HOTEL MENDER
San Antonio, Texas

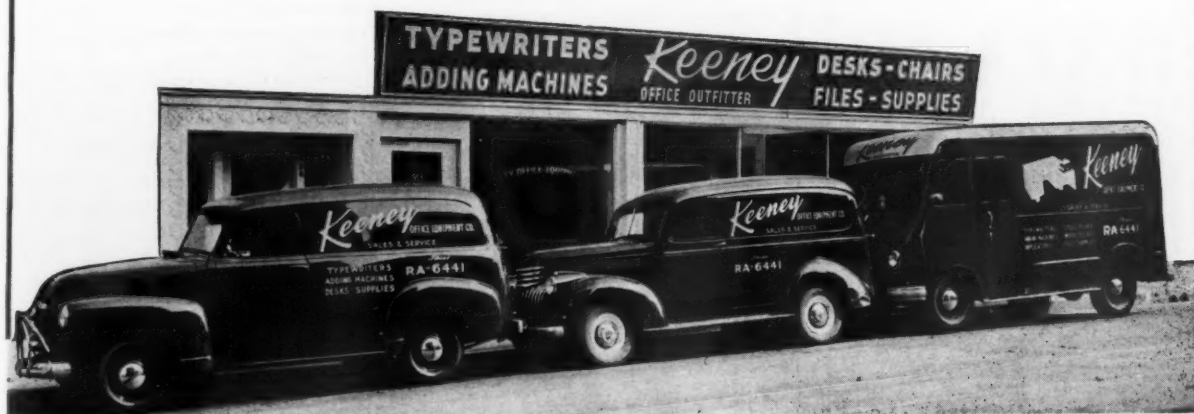
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HOTEL DESOTO	NEW MEXICO	New Orleans
HOTEL PAXTON	OKLAHOMA	Omaha
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HOTEL TEXAS	TEXAS	Fort Worth
HOTEL BUCCANEER	TEXAS	Galveston
HOTEL GALVEZ	TEXAS	Galveston
HOTEL JEAN LAFITTE	TEXAS	Galveston
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JACK TAR COURT HOTEL	TEXAS	Galveston
MIRAMAR COURT	TEXAS	Galveston
HOTEL CAVALIER	TEXAS	Galveston
HOTEL PLAZA	TEXAS	Galveston
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HOTEL FALLS	TEXAS	Lubbock
HOTEL CACTUS	TEXAS	Marlin
HOTEL MENDER	TEXAS	San Antonio
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Let Keeney Office Outfitters help you carefully plan and furnish your office for efficient and comfortable office hours.



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In this Mid-Century Year—Your Chamber of Commerce Magazine — DALLAS — has again been recognized by American Chamber of Commerce Executives as FIRST in the Nation.

Since the origin of this Award —DALLAS—has been FIRST —three years out of four—and Never below a close Second.

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To the Advertising Agencies of Dallas and the Southwest —and the top executives and Advertising Managers who have recognized the value of DALLAS as a Business Advertising Medium we extend our Sincere Thanks.

If your business comes from business — In Dallas — You Too can benefit by using DALLAS—for sound business promotion.

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Dallas PIONEERS



Established

1857 Sanger Bros.
In Texas
Opened Dallas Store in 1872

1869 Padgett Bros. Company
Leather Goods—
Wholesale and Retail

1872 Waples-Platter Company
White Swan Fine Foods

1874 Bolanz & Bolanz
Real Estate and Insurance

1875 Dallas Transfer & Term. Whse. Co.
Warehousing, Transportation,
and Distribution

1876 Lyon-Gray Lumber Company
Experienced Retailers of
Building Materials

1878 National Bank of Commerce
Banking

1884 Texas Paper Co.
Pioneer Paper House
of the Southwest

1885 Western Newspaper Union
Typesetting, Staddle Mats,
Rotary Press, Newspaper, and
Circular Printing

1888 Sutton, Steele & Steele, Inc.
Engineers and Manufacturers
Specific Gravity, Electrostatic,
and Centrifuge Separators

Established

1889 Austin Bros. Steel Company
Steel for Structures of Every Kind

1889 Watson Company
Contractors and Builders

1892 The Egan Company
Printing, Lithographing, and
Embossed Labels

1893 Oriental Laundry and Cleaners
Finer Laundering, Cleaning,
and Fur Storage

1896 Briggs-Weaver Machinery Co.
Industrial Machinery
and Supplies

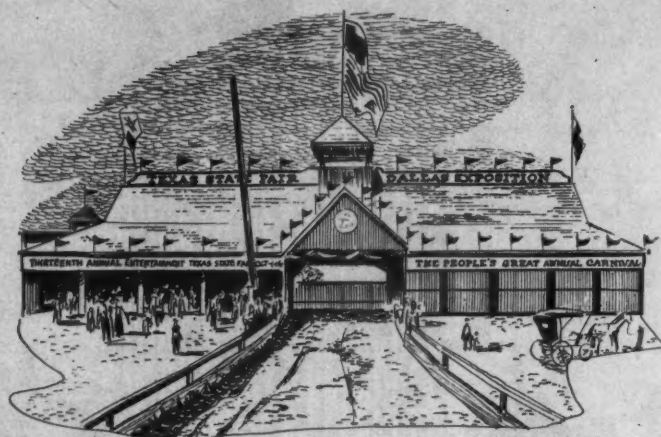
1897 Anderson Furniture Co.
Dallas' Oldest Furniture Store

1898 Lang's Floral & Nursery Co.
The Southwest's Foremost Florists,
Decorators, Nursery Landscape
Service

1898 The Praetorians
Life Insurance Service

1904 T. A. Manning & Sons
Insurance Managers
Fire—Casualty

1906 Hesse Envelope Company
Manufacturers of Envelopes
and File Folders



THE early-day entrance to the State Fair of Texas, depicted in the sketch above by Virgil Fralin as it looked just before the turn of the century, presented an appearance in striking contrast to the glamorous look to today's mid-century-styled facade. Dallas' Fair visitors of that era converged at the old Oriental Hotel, which had been opened in 1893, complete with a laundry in the basement. A St. Louis banker, Otto Herold, came to Dallas in 1904 as its operating head. In 1905, he moved the Oriental Laundry to its present location at 1714-20 Wood. He also became actively interested in the State Fair and other civic affairs, and in the early thirties served as president of the State Fair. Today the Oriental Laundry through its various branches serves all of metropolitan Dallas, and Otto Herold is the firm's board chairman.

Business Confidence Built on Years of Service

Old firms like old friends demonstrate their worth by dependable service through long periods of prosperity and adversity. The Dallas business pioneers listed on this page have progressed with the city they have helped to build. Their long and successful operations point up the economic power and stability of the community. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.



Natural Gas

**provides dependable, economical air conditioning
for the landmarks of modern Texas**



Today's preference is Natural Gas for air conditioning . . . unsurpassed for economy, dependability and simplicity.

In addition to Carrier Natural Gas Operated Absorption Systems are:

- **Serve! All-Year Gas Air Conditioning** for homes, clinics and small business offices.
- **Ready-Power Natural Gas Engine! Refrigeration** for churches, restaurants, theaters, laundries, office buildings, super-markets, small hotels, etc.
- **Natural Gas Operated Steam Turbines**, manufactured by several well-known concerns, for largest commercial, industrial buildings.

Employer's Insurance Building, Dallas chooses Natural Gas Operated Carrier Absorption System

*A*nother magnificent Texas building chooses a natural gas operated air conditioning system.

Designed by Carrier, this absorption system provides the bonus economy and dependability of natural gas operation. 450 tons of air conditioning are supplied at estimated 50 per cent savings compared with other-than-gas-operated methods! Smaller space and weight requirements plus freedom from vibration create flexibility in the planning of its location.

Buildings of *every* type and size are joining the parade to natural gas operated air conditioning systems. *For all*, natural gas operation provides definite operating and money-saving advantages.

LONE STAR GAS COMPANY

DALLAS • OCTOBER, 1950

OIL PROGRESS WEEK, OCTOBER 15 - 21

OIL HAS BEEN READY!

Today the U. S. oil industry will be called on to supply the United States with 6,400,000 barrels of U. S. oil. It supplied that amount every day last week, and will supply it every day this week and next. It is a million barrels a day more than the peak of World War II, and it is 65% more than it was in 1940.

An increasing amount of today's oil goes to the needs of national defense, but the bulk of it supplies power for the millions of cars and trucks on American highways, the hundreds of thousands of tractors on American farms, and for the industries that make all the things that add up to a high American standard of living.

More cars, more tractors, more industries mean a need for more oil, year after year. This need has required the oil industry to look far ahead, to keep itself more than ready

to supply current needs. It must be able *quickly* to meet increased demands.

And it is. Since World War II, U. S. oil companies have plowed back into the development of U. S. oil resources about \$8 billion to find more oil, to increase oil production, to extend pipe lines and build tankers, to increase and improve refining capacity.

So the oil industry has *been* ready for the Korean emergency all along. It supplies today's greatly increased demand for oil in its stride. As still heavier demands are placed upon it, the industry is confident that it can supply them, too. It will be a big job. And make no mistake about it: it will involve many problems; consumers may be called on to make sacrifices; the job will require time for change and adjustment. But the oil industry is better prepared than ever before to take it on.



HUMBLE OIL & REFINING COMPANY

OIL PROGRESS WEEK, OCTOBER 15 - 21

*Business Firms
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CONVENIENCE!

...reason enough why so many Dallas business firms are using Mercantile Drive-in-Deposit to conserve time and energy and eliminate parking worries. You never leave your car...drive right up to the teller's window to make deposits or pick up payrolls. To insure prompt service, six windows are now staffed as needed to serve you.

Just drive in on Commerce and out on Main. Join the growing number of business people who enjoy the convenience of banking from their cars.



MERCANTILE NATIONAL BANK

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

